

ORDER

Orders
Order / Rev: 2684587
Alt Order #: WOC14091847
Product Desc: MBGFA
Estimate: 11827
Flight Dates: 03/31/23 - 04/06/23
Original Date / Rev: 03/30/23 / 04/07/23
Order Type: General

WHAS
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: _____
Billing Contact: _____
2210 Grey Fox Ct
Bel Air, MD 21015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ Bluegrass Freedom Action
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End: _____
Advertiser External ID: M214038
Agency External ID: 3924AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/23	04/06/23	18	\$6,230.00	\$5,295.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	18	\$6,230.00	\$5,295.50	24.68
Totals	18	\$6,230.00	\$5,295.50	24.68

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	15%	\$6,230.00
Market	100%	\$41,533.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$35,303.33
WAVE	0%	\$0.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	0%	\$0.00
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	03/31/23	04/06/23	Good Morning America	CM	7-9a	- 1111 - -	:30	4	\$325.00	P02	1.37	NM	4	\$1,300.00
				GOOD MORNING AMERICA		(7:00 AM-9:00 AM)									
		ADDED TO													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/31/23	04/06/23	- 1111 - -	4	\$325.00	1.37								

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/31/23	04/06/23	-1111--		4				\$325.00		1.37			
N 2	WHAS	03/31/23	04/01/23	Good Morning America GOOD MORNING AMERICA	CM	6:58 AM-9:00 AM	-----1-	:30	1	\$180.00	P02	1.53	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-----1-		1				\$180.00		1.53			
N 3	WHAS	03/31/23	04/02/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	1.41	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-----1		1				\$200.00		1.41			
N 4	WHAS	03/31/23	04/06/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$350.00	P02	0.96	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/31/23	04/06/23	11111--		5				\$350.00		0.96			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		4	WHAS	03/31/23-04/06/23	Local News @ 5p M-F	5-530p	MTWThF----	:30		(\$350.00)		0.96	NM		
		Credited [cr]													
N 5	WHAS	03/31/23	04/06/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$450.00	P02	1.80	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/31/23	04/06/23	11111--		5				\$450.00		1.80			
N 6	WHAS	03/31/23	04/06/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	-111---	:30	3	\$300.00	P02	1.14	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/31/23	04/06/23	-111---		3				\$300.00		1.14			
													Totals	18	\$6,230.00