

ORDER

Orders
Order / Rev: 2691767
Alt Order #: WOC14104845
Product Desc: MBGFA
Estimate: 11834
Flight Dates: 04/14/23 - 04/20/23
Original Date / Rev: 04/12/23 / 04/13/23
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	04/20/23	20	\$7,030.00	\$5,975.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	20	\$7,030.00	\$5,975.50	27.44
Totals	20	\$7,030.00	\$5,975.50	27.44

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	12%	\$7,030.00
Market	100%	\$58,583.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$51,553.33
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	04/14/23	04/20/23	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:		04/14/23	04/20/23	-- 111--	3	\$300.00	1.14								

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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:		04/14/23	04/20/23	--111--		3				\$300.00		1.14			
N 2	WHAS	04/14/23	04/20/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11-11--	:30	4	\$325.00	P02	1.37	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/14/23	04/20/23	11-11--		4				\$325.00		1.37			
N 3	WHAS	04/14/23	04/15/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----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:		04/10/23	04/16/23	-----1-		1				\$180.00		1.53			
N 4	WHAS	04/14/23	04/16/23	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:		04/10/23	04/16/23	-----1		1				\$200.00		1.41			
N 5	WHAS	04/14/23	04/20/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$350.00	P02	0.96	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/14/23	04/20/23	11111--		5				\$350.00		0.96			
N 6	WHAS	04/14/23	04/20/23	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:		04/14/23	04/20/23	11111--		5				\$450.00		1.80			
N 7	WHAS	04/17/23	04/20/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MTWT---	:30	1	\$450.00	P02	1.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/14/23	04/20/23	MTWT---		1				\$450.00		1.80			
Totals													20	\$7,030.00	