

ORDER

Orders
Order / Rev: 2694590
 Alt Order #: WOC14110005
 Product Desc: MBGFA
 Estimate: 11839
 Flight Dates: 04/21/23 - 04/27/23
 Original Date / Rev: 04/19/23 / 04/21/23
 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	04/27/23	33	\$10,675.00	\$9,073.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	33	\$10,675.00	\$9,073.75	53.30
Totals	33	\$10,675.00	\$9,073.75	53.30

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%	\$10,675.00
Market	100%	\$88,958.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$78,283.33
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	04/21/23	04/27/23	Local News @ 6a M-F GMK @ 6A	CM		11111--	:30	5	\$300.00	P02	1.20	NM	5	\$1,500.00
added															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	11111--					5	\$300.00		1.20			

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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:		04/21/23	04/27/23	11111--		5				\$300.00		1.20			
N 2	WHAS	04/21/23	04/27/23	Good Morning America GOOD MORNING AMERICA	CM		22221--	:30	9	\$325.00	P02	1.61	NM	9	\$2,925.00
		added													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	22221--		9				\$325.00		1.61			
N 3	WHAS	04/21/23	04/22/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$180.00	P02	1.72	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:		04/17/23	04/23/23	-----1-		1				\$180.00		1.72			
N 4	WHAS	04/21/23	04/23/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	2.03	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:		04/17/23	04/23/23	-----1		1				\$200.00		2.03			
N 5	WHAS	04/21/23	04/27/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$350.00	P02	1.42	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:		04/21/23	04/27/23	11111--		5				\$350.00		1.42			
N 6	WHAS	04/21/23	04/27/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	1111---	:30	4	\$450.00	P02	2.45	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	1111---		4				\$450.00		2.45			
N 7	WHAS	04/21/23	04/27/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	1111---	:30	4	\$180.00	P02	1.25	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	1111---		4				\$180.00		1.25			
N 8	WHAS	04/21/23	04/27/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	1111---	:30	4	\$400.00	P02	1.79	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	1111---		4				\$400.00		1.79			
													Totals	33	\$10,675.00