

ORDER

Orders
Order / Rev: 2695683
 Alt Order #: WOC14112041
 Product Desc: MBGFA
 Estimate: 11844
 Flight Dates: 04/28/23 - 05/04/23
 Original Date / Rev: 04/21/23 / 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	04/30/23	10	\$3,405.00	\$2,894.25
05/01/23	05/04/23	30	\$12,300.00	\$10,455.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	10	\$3,405.00	\$2,894.25	15.79
May 2023	30	\$12,300.00	\$10,455.00	54.41
Totals	40	\$15,705.00	\$13,349.25	70.20

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%	\$15,705.00
Market	100%	\$130,875.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$115,170.00
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	04/28/23	05/04/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-7:00 AM	11111--	:30	5	\$300.00	P02	1.20	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Estimate: 11844
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/28/23	05/04/23	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	11111--	:30	5	\$325.00	P02	1.61	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/28/23	05/04/23	11111--		5				\$300.00		1.20			
N 3	WHAS	04/28/23	04/29/23	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: 04/28/23	05/04/23	11111--		5				\$325.00		1.61			
		Week: 04/24/23	04/30/23	-----1-		1				\$180.00		1.72			
N 4	WHAS	04/28/23	04/30/23	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: 04/24/23	04/30/23	-----1		1				\$200.00		2.03			
N 5	WHAS	04/28/23	05/04/23	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: 04/28/23	05/04/23	11111--		5				\$350.00		1.42			
N 6	WHAS	04/28/23	05/04/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	11111--	:30	5	\$400.00	P02	1.79	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/28/23	05/04/23	11111--		5				\$400.00		1.79			
N 7	WHAS	04/28/23	05/04/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$450.00	P02	2.45	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: 04/28/23	05/04/23	11111--		5				\$450.00		2.45			
N 8	WHAS	04/28/23	05/03/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	111----	:30	3	\$500.00	P02	2.33	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/28/23	05/04/23	-11-1--		3				\$500.00		2.33			
	<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>		
	1	WHAS	04/28/23-05/04/23	ET 7-730p		7-730p	-TW-F----	:30		(\$500.00)		2.33	NM		
				See MG 8.4											
				[Input Error-NFL Draft-msw]											
	4	WHAS	05/01/23-05/01/23	ET 7-730p		7-730p	M-----	:30		\$500.00		2.33	NM		
				MG for 8.1 04/28											
N 9	WHAS	04/28/23	05/04/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	1-11---	:30	3	\$500.00	P02	2.62	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/28/23	05/04/23	1-11---		3				\$500.00		2.62			
N 10	WHAS	04/28/23	05/02/23	Tue Prime A THE ROOKIE	CM	8-9p	-1-----	:30	1	\$800.00	P02	2.11	NM	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: 04/28/23	05/04/23	-1-----		1				\$800.00		2.11			
N 11	WHAS	04/28/23	05/04/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1-11-11	:30	5	\$400.00	P02	1.19	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/28/23	05/04/23	1-11-11		5				\$400.00		1.19			
N 12	WHAS	04/28/23	04/28/23	Local News @ 11p M-F Local News @ 11p M-F DB	DM	Various	----F--	:30	1	\$400.00	P02	1.19	NM	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: 04/28/23	05/04/23	----F--		1				\$400.00		1.19			
													Totals	40	\$15,705.00