

# ORDER

**Orders**  
**Order / Rev:** 2695687  
**Alt Order #:** WOC14112051  
**Product Desc:** MBGFA  
**Estimate:** 11845  
**Flight Dates:** 05/05/23 - 05/15/23  
**Original Date / Rev:** 04/21/23 / 05/02/23  
**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  |
|------------|----------|---------|--------------|-------------|
| 05/01/23   | 05/15/23 | 86      | \$30,910.00  | \$26,273.50 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating        |
|---------------|-----------|--------------------|--------------------|---------------|
| May 2023      | 86        | \$30,910.00        | \$26,273.50        | 147.42        |
| <b>Totals</b> | <b>86</b> | <b>\$30,910.00</b> | <b>\$26,273.50</b> | <b>147.42</b> |

**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%   | \$30,910.00  |
| Market | 100%  | \$257,583.33 |

**Competitive Share**

|       | Share | Total        |
|-------|-------|--------------|
| CABLE | 0%    | \$0.00       |
| UNKWN | 88%   | \$226,673.33 |
| 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 | 05/05/23          | 05/15/23        | Local News @ 6a M-F<br>GMK @ 6A | CM    | 6-7a              | 11111-- | :30 | 5     | \$300.00    | P02 | 1.20          | NM   | 7     | \$2,100.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 05/05/23    | 05/11/23        | 11111--                         |       | 5                 |         |     |       | \$300.00    |     | 1.20          |      |       |            |
|     |      | Week: 05/12/23    | 05/18/23        | 1---1--                         |       | 2                 |         |     |       | \$300.00    |     | 1.20          |      |       |            |

Order / Rev: 2695687  
 Alt Order #: WOC14112051  
 Flight Dates: 05/05/23 - 05/15/23

Advertiser: ISS/ Bluegrass Freedom Action  
 Product Desc: MBGFA  
 Estimate: 11845  
**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: 05/05/23    | 05/11/23        | 11111--                                      |       | 5                 |         |     |       | \$300.00    |     | 1.20          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 1---1--                                      |       | 2                 |         |     |       | \$300.00    |     | 1.20          |      |       |            |
| N 2  | WHAS | 05/05/23          | 05/15/23        | Good Morning America<br>GOOD MORNING AMERICA | CM    | 7-9a              | 22222-- | :30 | 10    | \$325.00    | P02 | 1.61          | NM   | 14    | \$4,550.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 22222--                                      |       | 10                |         |     |       | \$325.00    |     | 1.61          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 2---2--                                      |       | 4                 |         |     |       | \$325.00    |     | 1.61          |      |       |            |
| N 3  | WHAS | 05/05/23          | 05/13/23        | Good Morning America<br>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: 05/05/23    | 05/11/23        | -----  |       | 0                 |         |     |       | \$180.00    |     | 1.72          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | -----1-                                      |       | 1                 |         |     |       | \$180.00    |     | 1.72          |      |       |            |
| N 4  | WHAS | 05/05/23          | 05/14/23        | Good Morning America<br>GOOD MORNING AMERICA | CM    | 8-9a              | -----1  | :30 | 1     | \$200.00    | P02 | 2.03          | NM   | 2     | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | -----1                                       |       | 1                 |         |     |       | \$200.00    |     | 2.03          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | -----1                                       |       | 1                 |         |     |       | \$200.00    |     | 2.03          |      |       |            |
| N 5  | WHAS | 05/05/23          | 05/15/23        | Local News @ 5p M-F<br>WHAS11 NEWS @ 5p      | CM    | 5-530p            | 11111-- | :30 | 5     | \$350.00    | P02 | 1.42          | NM   | 7     | \$2,450.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 11111--                                      |       | 5                 |         |     |       | \$350.00    |     | 1.42          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 1---1--                                      |       | 2                 |         |     |       | \$350.00    |     | 1.42          |      |       |            |
| N 6  | WHAS | 05/05/23          | 05/15/23        | Local News @ 530p M-F<br>WHAS11 NEWS @ 530P  | CM    | 530-6p            | 11111-- | :30 | 5     | \$400.00    | P02 | 1.79          | NM   | 7     | \$2,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 11111--                                      |       | 5                 |         |     |       | \$400.00    |     | 1.79          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 1---1--                                      |       | 2                 |         |     |       | \$400.00    |     | 1.79          |      |       |            |
| N 7  | WHAS | 05/05/23          | 05/15/23        | Local News @ 6p M-F<br>WHAS11 NEWS @ 6p      | CM    | 6-630p            | 11111-- | :30 | 5     | \$450.00    | P02 | 2.45          | NM   | 7     | \$3,150.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 11111--                                      |       | 5                 |         |     |       | \$450.00    |     | 2.45          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 1---1--                                      |       | 2                 |         |     |       | \$450.00    |     | 2.45          |      |       |            |
| N 8  | WHAS | 05/05/23          | 05/15/23        | ET 7-730p<br>ENTERTAINMENT TONIGHT           | CM    | 7-730p            | 11111-- | :30 | 5     | \$500.00    | P02 | 2.33          | NM   | 7     | \$3,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 11111--                                      |       | 5                 |         |     |       | \$500.00    |     | 2.33          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 1---1--                                      |       | 2                 |         |     |       | \$500.00    |     | 2.33          |      |       |            |
| N 9  | WHAS | 05/05/23          | 05/15/23        | Inside Ed 730-8p<br>INSIDE EDITION           | CM    | 730-8p            | 11111-- | :30 | 5     | \$500.00    | P02 | 2.62          | NM   | 7     | \$3,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 11111--                                      |       | 5                 |         |     |       | \$500.00    |     | 2.62          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | 1---1--                                      |       | 2                 |         |     |       | \$500.00    |     | 2.62          |      |       |            |
| N 10 | WHAS | 05/05/23          | 05/09/23        | Tue Prime A<br>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: 05/05/23    | 05/11/23        | -1-----                                      |       | 1                 |         |     |       | \$800.00    |     | 2.11          |      |       |            |
| N 11 | WHAS | 05/05/23          | 05/14/23        | LN (M-Su)<br>WHAS11 NEWS AT 11 M-F/SU        | CM    | 11-1135p          | 11-1111 | :30 | 6     | \$400.00    | P02 | 1.19          | NM   | 8     | \$3,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | 11-1111                                      |       | 6                 |         |     |       | \$400.00    |     | 1.19          |      |       |            |
|      |      | Week: 05/12/23    | 05/18/23        | -----11                                      |       | 2                 |         |     |       | \$400.00    |     | 1.19          |      |       |            |
| N 12 | WHAS | 05/05/23          | 05/05/23        | Local News Special<br>Local News Special     | CM    | Various           | ----F-- | :30 | 2     | \$180.00    | P02 | 1.72          | NM   | 2     | \$360.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | ----F--                                      |       | 2                 |         |     |       | \$180.00    |     | 1.72          |      |       |            |
| N 13 | WHAS | 05/05/23          | 05/13/23        | Local News @ 6a Sa<br>GMK WEEKEND 6-7A       | CM    | 6-7a              | -----1- | :30 | 1     | \$80.00     | P02 | 0.96          | NM   | 2     | \$160.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                              |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 05/05/23    | 05/11/23        | -----  |       | 0                 |         |     |       | \$80.00     |     | 0.96          |      |       |            |

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 Alt Order #: WOC14112051  
 Flight Dates: 05/05/23 - 05/15/23

Advertiser: ISS/ Bluegrass Freedom Action  
 Product Desc: MBGFA  
 Estimate: 11845  
**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: 05/12/23    | 05/18/23        | -----2-                                     |       | 2                                    |         |     |       | \$80.00     |     | 0.96          |           |                    |            |
| N14           | WHAS | 05/05/23          | 05/13/23        | Local News @ 9a Sa<br>GMK WEEKEND 9-10A     | CM    | 9-10a                                | -----1- | :30 | 1     | \$180.00    | P02 | 1.55          | 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: 05/05/23    | 05/11/23        | -----                                       |       | 0                                    |         |     |       | \$180.00    |     | 1.55          |           |                    |            |
|               |      | Week: 05/12/23    | 05/18/23        | -----1-                                     |       | 1                                    |         |     |       | \$180.00    |     | 1.55          |           |                    |            |
| N15           | WHAS | 05/05/23          | 05/14/23        | ROS EM (Su) 6-8a<br>GMK WEEKEND 6-8A        | CM    | 6:00 AM-8:00 AM<br>(6:00 AM-8:00 AM) | -----1  | :30 | 1     | \$60.00     | P02 | 1.09          | NM        | 2                  | \$120.00   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                             |       | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |           |                    |            |
|               |      | Week: 05/05/23    | 05/11/23        | -----1                                      |       | 1                                    |         |     |       | \$60.00     |     | 1.09          |           |                    |            |
|               |      | Week: 05/12/23    | 05/18/23        | -----1                                      |       | 1                                    |         |     |       | \$60.00     |     | 1.09          |           |                    |            |
| N16           | WHAS | 05/05/23          | 05/14/23        | This Week Su<br>THIS WEEK                   | CM    | 9-10a                                | -----1  | :30 | 1     | \$350.00    | P02 | 1.42          | NM        | 2                  | \$700.00   |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                             |       | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |           |                    |            |
|               |      | Week: 05/05/23    | 05/11/23        | -----1                                      |       | 1                                    |         |     |       | \$350.00    |     | 1.42          |           |                    |            |
|               |      | Week: 05/12/23    | 05/18/23        | -----1                                      |       | 1                                    |         |     |       | \$350.00    |     | 1.42          |           |                    |            |
| N17           | WHAS | 05/05/23          | 05/15/23        | Local News @ 12p M-F<br>WHAS11 NEWS AT NOON | CM    | 12-1p                                | 11111-- | :30 | 5     | \$180.00    | P02 | 1.25          | NM        | 7                  | \$1,260.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                             |       | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |           |                    |            |
|               |      | Week: 05/05/23    | 05/11/23        | 11111--                                     |       | 5                                    |         |     |       | \$180.00    |     | 1.25          |           |                    |            |
|               |      | Week: 05/12/23    | 05/18/23        | 1---1--                                     |       | 2                                    |         |     |       | \$180.00    |     | 1.25          |           |                    |            |
| N18           | WHAS | 05/05/23          | 05/14/23        | Sun Prime A<br>AMERICA'S FUNNIEST HOME      | CM    | 7-8p                                 | -----1  | :30 | 1     | \$750.00    | P02 | 2.06          | NM        | 2                  | \$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: 05/05/23    | 05/11/23        | -----1                                      |       | 1                                    |         |     |       | \$750.00    |     | 2.06          |           |                    |            |
|               |      | Week: 05/12/23    | 05/18/23        | -----1                                      |       | 1                                    |         |     |       | \$750.00    |     | 2.06          |           |                    |            |
| <b>Totals</b> |      |                   |                 |   |       |                                      |         |     |       |             |     |               | <b>86</b> | <b>\$30,910.00</b> |            |