

# 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 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			

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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:		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 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 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 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 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 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 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 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 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 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) 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 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 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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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 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 GMK WEEKEND 6-8A	CM	6:00 AM-8:00 AM (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 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 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 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>	