

ORDER

Orders
Order / Rev: 2738644
 Alt Order #: WOC14209442
 Product Desc: MBGFA
 Estimate: 11913
 Flight Dates: 07/10/23 - 07/16/23
 Original Date / Rev: 07/06/23 / 07/07/23
 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-Governor
 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
06/26/23	07/16/23	50	\$15,830.00	\$13,455.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	50	\$15,830.00	\$13,455.50	68.09
Totals	50	\$15,830.00	\$13,455.50	68.09

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%	\$15,830.00
Market	100%	\$131,916.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$116,086.67
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	07/10/23	07/14/23	Local News @ 6a M-F GMK @ 630A	CM	6-7a (6:30 AM-7:00 AM)	- 1111--	:30	4	\$300.00	P02	1.00	NM	4	\$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:		07/10/23	07/16/23	- 1111--	4	\$300.00	1.00								

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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: 07/10/23	07/16/23	-1111--		4				\$300.00		1.00			
N 2	WHAS	07/10/23	07/14/23	Good Morning America GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)	CM	7:00 AM-8:00 AM	-1112--	:30	5	\$275.00	P02	1.55	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/10/23	07/16/23	-1112--		5				\$275.00		1.55			
N 3	WHAS	07/10/23	07/14/23	Good Morning America GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)	CM	7-9a	-1211--	:30	5	\$275.00	P02	1.19	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/10/23	07/16/23	-1211--		5				\$275.00		1.19			
N 4	WHAS	07/10/23	07/15/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$180.00	P02	1.20	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: 07/10/23	07/16/23	-----1-		1				\$180.00		1.20			
N 5	WHAS	07/10/23	07/16/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	1.48	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: 07/10/23	07/16/23	-----1		1				\$200.00		1.48			
N 6	WHAS	07/10/23	07/14/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p (12:00 PM-12:30 PM)	-1111--	:30	4	\$180.00	P02	1.05	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: 07/10/23	07/16/23	-1111--		4				\$180.00		1.05			
N 7	WHAS	07/10/23	07/14/23	Local News @ 12p M-F WHAS11 NEWS AT 1230P	CM	12-1p (12:30 PM-1:00 PM)	-1111--	:30	4	\$180.00	P02	0.99	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: 07/10/23	07/16/23	-1111--		4				\$180.00		0.99			
N 8	WHAS	07/10/23	07/14/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	CM	4-5p	-1111--	:30	4	\$180.00	P02	1.03	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: 07/10/23	07/16/23	-1111--		4				\$180.00		1.03			
N 9	WHAS	07/10/23	07/14/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	-1111--	:30	4	\$350.00	P02	1.45	NM	4	\$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: 07/10/23	07/16/23	-1111--		4				\$350.00		1.45			
N 10	WHAS	07/10/23	07/14/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	-1111--	:30	4	\$400.00	P02	1.49	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: 07/10/23	07/16/23	-1111--		4				\$400.00		1.49			
N 11	WHAS	07/10/23	07/14/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	-1111--	:30	4	\$450.00	P02	1.97	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: 07/10/23	07/16/23	-1111--		4				\$450.00		1.97			
N 12	WHAS	07/10/23	07/14/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	-1111--	:30	4	\$500.00	P02	1.80	NM	4	\$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: 07/10/23	07/16/23	-1111--		4				\$500.00		1.80			
N 13	WHAS	07/10/23	07/14/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	----1--	:30	1	\$300.00	P02	0.79	NM	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: 07/10/23	07/16/23	----1--		1				\$300.00		0.79			
N 14	WHAS	07/10/23	07/12/23	The View THE VIEW	CM	11-12p	--1----	:30	1	\$240.00	P02	0.80	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/10/23	07/16/23	--1----		1				\$240.00		0.80			
N 15	WHAS	07/10/23	07/14/23	Inside Ed 730-8p INSIDE EDITION	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-1111--	:30	4	\$500.00	P02	1.75	NM	4	\$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: 07/10/23	07/16/23	-1111--		4				\$500.00		1.75			

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													Totals	50	\$15,830.00