

ORDER

Orders
Order / Rev: 2738648
Alt Order #: WOC14209446
Product Desc: MBGFA
Estimate: 11914
Flight Dates: 07/17/23 - 07/23/23
Original Date / Rev: 07/06/23 / 07/21/23
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-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 | 07/23/23 | 52 | \$15,830.00 | \$13,455.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|--------------|
| July 2023 | 52 | \$15,830.00 | \$13,455.50 | 70.28 |
| Totals | 52 | \$15,830.00 | \$13,455.50 | 70.28 |

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 | 07/17/23 | 07/21/23 | Local News @ 6a M-F GMK @ 630A | CM | 6:30 AM-7:00 AM (6:30 AM-7:00 AM) | 11111-- | :30 | 5 | \$300.00 | P02 | 1.00 | 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> | | | |
| | | Week: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$300.00 | | 1.00 | | | |

Order / Rev: 2738648
 Alt Order #: WOC14209446
 Flight Dates: 07/17/23 - 07/23/23

Advertiser: ISS/ Bluegrass Freedom Action
 Product Desc: MBGFA
 Estimate: 11914
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|---|-----------------|-----------------------|----------------------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|------------|
| N 2 | WHAS | 07/17/23 | 07/21/23 | Good Morning America | CM | 7:00 AM-8:00 AM | 11111-- | :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: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$300.00 | | 1.00 | | | |
| | | GOOD MORNING AMERICA 7(7:00 AM-8:00 AM) | | | | | | | | | | | | | |
| N 3 | WHAS | 07/17/23 | 07/21/23 | Good Morning America | CM | 8:00 AM-9:00 AM | 11111-- | :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: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$275.00 | | 1.55 | | | |
| | | GOOD MORNING AMERICA 8(8:00 AM-9:00 AM) | | | | | | | | | | | | | |
| N 4 | WHAS | 07/17/23 | 07/22/23 | 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: 07/17/23 | 07/23/23 | -----1- | | 1 | | | | \$180.00 | | 1.20 | | | |
| | | GOOD MORNING AMERICA | | | | | | | | | | | | | |
| N 5 | WHAS | 07/17/23 | 07/23/23 | 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: 07/17/23 | 07/23/23 | -----1 | | 1 | | | | \$200.00 | | 1.48 | | | |
| | | GOOD MORNING AMERICA | | | | | | | | | | | | | |
| N 6 | WHAS | 07/17/23 | 07/21/23 | Local News @ 12p M-F | CM | 12:00 PM-12:30 PM | 11112-- | :30 | 6 | \$180.00 | P02 | 1.05 | NM | 5 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/17/23 | 07/23/23 | 11112-- | | 6 | | | | \$180.00 | | 1.05 | | | |
| | | WHAS11 NEWS AT NOON (12:00 PM-12:30 PM) | | | | | | | | | | | | | |
| | | <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> | | |
| | | 4 | WHAS | 07/17/23-07/23/23 | Local News @ 12p M-F | 12:00 PM-12:30 PM | MTWThF---- | :30 | | (\$180.00) | | 1.05 | NM | | |
| | | Credited [cr] | | | | | | | | | | | | | |
| N 7 | WHAS | 07/17/23 | 07/21/23 | Local News @ 12p M-F | CM | 12:30 PM-1:00 PM | 11111-- | :30 | 5 | \$180.00 | P02 | 0.99 | NM | 5 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$180.00 | | 0.99 | | | |
| | | WHAS11 NEWS AT 1230P (12:30 PM-1:00 PM) | | | | | | | | | | | | | |
| N 8 | WHAS | 07/17/23 | 07/21/23 | Local News @ 4p M-F | CM | 4-5p | 11111-- | :30 | 5 | \$180.00 | P02 | 1.03 | NM | 5 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$180.00 | | 1.03 | | | |
| | | WHAS11 NEWS @ 430P | | | | | | | | | | | | | |
| N 9 | WHAS | 07/17/23 | 07/21/23 | Local News @ 5p M-F | CM | 5-530p | 11111-- | :30 | 5 | \$350.00 | P02 | 1.45 | 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: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$350.00 | | 1.45 | | | |
| | | WHAS11 NEWS @ 5p | | | | | | | | | | | | | |
| N 10 | WHAS | 07/17/23 | 07/21/23 | Local News @ 530p M-F | CM | 530-6p | 11111-- | :30 | 5 | \$400.00 | P02 | 1.49 | 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: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$400.00 | | 1.49 | | | |
| | | WHAS11 NEWS @ 530P | | | | | | | | | | | | | |
| N 11 | WHAS | 07/17/23 | 07/21/23 | Local News @ 6p M-F | CM | 6-630p | 11111-- | :30 | 5 | \$450.00 | P02 | 1.97 | 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: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$450.00 | | 1.97 | | | |
| | | WHAS11 NEWS @ 6p | | | | | | | | | | | | | |
| N 12 | WHAS | 07/17/23 | 07/21/23 | ET 7-730p | CM | 7-730p | 11111-- | :30 | 5 | \$500.00 | P02 | 1.80 | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/17/23 | 07/23/23 | 11111-- | | 5 | | | | \$500.00 | | 1.80 | | | |
| | | ENTERTAINMENT TONIGHT | | | | | | | | | | | | | |

Totals 52 \$15,830.00