Orders Order / Rev: 2684587 WOC14091847 Alt Order #: **MBGFA** Product Desc: **WHAS** Estimate: 11827 Taylor Fritsch Flight Dates: 03/31/23 - 04/06/23 Primary AE: Sales Office: Original Date / Rev: 03/30/23 / 03/30/23 **TSWAS** Order Type: General Sales Region: NAT Mentzer Media Services/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast EOM/EOC 2210 Grey Fox Ct Billing Cycle: Agency Commission: Bel Air, MD 21015 15% Advertiser Name: ISS/ Bluegrass Freedom Action A35+ New Business End: Demographic: IS-Issue/Non Ballot **Product Codes:** Advertiser External ID: M214038 Revenue Code 1: AGY Agency External ID: 3924AG Revenue Code 2: Unit Code: (POL) Political General Revenue Code 3: (POL) Issue Order Separation: 00:15:00 Priority: P04

ORDER

Bill Plan

Dill I lall				
Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/23	04/06/23	15	\$5,355.00	\$4,551.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
April 2023	15	\$5,355.00	\$4,551.75	20.85	
Totals	15	\$5.355.00	\$4.551.75	20.85	

Account Executives

Account Executive	unt Executive Sales Office Sales Region		Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHAS	15%	\$5,355.00
Market	100%	\$35,700.00

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Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$30,345.00
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 Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
	N 1	WHAS	03/31/23	04/05/23	Good Morning Americ GOOD MORNING AM		7-9a	- 11- 1	:30	3	\$325.00 P02	1.37 NM	3	\$975.00
	W	Star eek: 03/3		End Date 04/06/23	Weekdays Spo	ots/Week 3	Rate \$325.00	Rating 1.37						

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Totals

15

\$5,355.00

Order / Rev: 2684587 Advertiser: ISS/ Bluegrass Freedom Action

MBGFA Alt Order #: WOC14091847 Product Desc: **WHAS**

Flight Dates: 03/31/23 - 04/06/23 11827 Estimate:

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
-	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
week:	03/31/23	04/06/23	- 11- 1	3	\$325.00	1.37						
N 2 WHA	AS 03/31/2	3 04/01/23	Good Morning A	merica S M	6:58 AM-9:0	00 AM1-	:30	1	\$180.00 P02	1.53 NM	1	\$180.00
			GOOD MORNIN	IG AMERICA	(6:58 AM-9:	00 AM)						
9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	03/27/23	04/02/23	1-	1	\$180.00	1.53						
N 3 WHA	AS 03/31/2	3 04/02/23	Good Morning A	merica \$ 3M	8-9a	1	:30	1	\$200.00 P02	1.41 NM	1	\$200.00
			GOOD MORNIN	IG AMERICA								
5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	03/27/23	04/02/23	1	1	\$200.00	1.41						
N 4 WHA	AS 03/31/2	3 04/06/23	Local News @ 5	p M-F CM	5-530p	11111	:30	5	\$350.00 P02	0.96 NM	5	\$1,750.00
			WHAS11 NEWS	6 @ 5p								
9	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week:	03/31/23	04/06/23	11111	5	\$350.00	0.96						
N 5 WHA	AS 03/31/2	3 04/06/23	Local News @ 6	p M-F CM	6-630p	11111	:30	5	\$450.00 P02	1.80 NM	5	\$2,250.00
			WHAS11 NEWS	S @ 6p								
5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	03/31/23	04/06/23	11111	5	\$450.00	1.80						