

# ORDER

**Orders**  
**Order / Rev:** 2694590  
**Alt Order #:** WOC14110005  
**Product Desc:** MBGFA  
**Estimate:** 11839  
**Flight Dates:** 04/21/23 - 04/27/23  
**Original Date / Rev:** 04/20/23 / 04/20/23  
**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
03/27/23	04/27/23	21	\$7,080.00	\$6,018.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	21	\$7,080.00	\$6,018.00	35.11
<b>Totals</b>	<b>21</b>	<b>\$7,080.00</b>	<b>\$6,018.00</b>	<b>35.11</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%	\$7,080.00
Market	100%	\$59,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$51,920.00
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 Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	04/21/23	04/27/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a (6:00 AM-7:00 AM)	1-111--	:30	4	\$300.00	P02	1.20	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: 04/21/23	04/27/23	1-111--		4				\$300.00		1.20			

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Advertiser: ISS/ Bluegrass Freedom Action  
 Product Desc: MBGFA  
 Estimate: 11839  
**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:		04/21/23	04/27/23	1-111--		4				\$300.00		1.20			
N 2	WHAS	04/21/23	04/27/23	Good Morning America	CM	7-9a	12111--	:30	6	\$325.00	P02	1.61	NM	6	\$1,950.00
				GOOD MORNING AMERICA		(7:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	12111--		6				\$325.00		1.61			
N 3	WHAS	04/21/23	04/22/23	Good Morning America	CM	7-9a	-----1-	:30	1	\$180.00	P02	1.72	NM	1	\$180.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/17/23	04/23/23	-----1-		1				\$180.00		1.72			
N 4	WHAS	04/21/23	04/23/23	Good Morning America	CM	8-9a	-----1	:30	1	\$200.00	P02	2.03	NM	1	\$200.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/17/23	04/23/23	-----1		1				\$200.00		2.03			
N 5	WHAS	04/21/23	04/27/23	Local News @ 5p M-F	CM	5-530p	11111--	:30	5	\$350.00	P02	1.42	NM	5	\$1,750.00
				WHAS11 NEWS @ 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	11111--		5				\$350.00		1.42			
N 6	WHAS	04/21/23	04/27/23	Local News @ 6p M-F	CM	6-630p	1111---	:30	4	\$450.00	P02	2.45	NM	4	\$1,800.00
				WHAS11 NEWS @ 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/21/23	04/27/23	1111---		4				\$450.00		2.45			
													Totals	21	\$7,080.00