ORDER

Orders	Order / R	ev:	2695	687									
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type:		WOC14112051 MBGFA										
			1184	11845 05/05/23 - 05/15/23					WHAS Taylor Fritsch TSWAS				
			05/05				Primary /	AE:					
			04/21/23 / 04/21/23				 Sales Off						
				General			Sales Re		NAT				
								gioni					
Agency	Name: Buying Contact: Billing Contact:		Mentzer Media Services/ POL			ces/ POL							
							Billing Ty	rpe:	Cash				
							Billing Ca	alendar:	Broadcast				
			2210 Grey Fox Ct				Billing Cy	/cle:	EOM/EOC				
			Bel Air, MD 21015		Agency (Commission:	15%						
Advertiser	Name:			ISS/ Bluegrass Freedom Action									
	Demogra	ohic:		A35+			New Bus	iness End:					
	Product C	odes:	IS-Iss	sue/Non Ba	allot		Advertise	er External ID:	M214038				
	Revenue	Code 1:	AGY				Agency E	External ID:	3924AG				
	Revenue	Code 2:	(POL	(POL) Political (POL) Issue			Unit Cod	e:	General				
	Revenue	Code 3:	(POL				Order Separation:		00:15:00				
	Priority:		P04										
Bill Plan							Totals						
Start Date E	End Date	# Spots	Gross	Amount	Net A	mount	Month	# Spots	Gross Amount	Net Amount	Rating		
05/01/23 0	05/15/23	56	\$	21,485.00		\$18,262.25	May 2023	56	\$21,485.00	\$18,262.25	96.36		
							Totals	56	\$21,485.00	\$18,262.25	96.36		
Account Execu													
Account Executiv	ive	Sales Offi	ce	Sales Regi	ion	Start Date / E		Order %					
Taylor Fritsch						Start Of Orde	er - End Of Order	100%					
,													
Order Share		S	Share		Total]							
		S	Share 12%	\$21,4	Total 185.00]							
Order Share				\$21,4 \$179,0	185.00]							
Order Share WHAS	nare	_	12%		185.00	J							
Order Share WHAS Market Competitive Sh CABLE	nare	_	12% 100% Share 0%	\$179,0	185.00 041.67 Total \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN	nare	_	12% 100% Share 0% 88%	\$179,0 \$157,5	485.00 041.67 Total \$0.00 556.67	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE	are	_	12% 100% Share 0% 88% 0%	\$179,0 \$157,5	485.00 041.67 Total \$0.00 556.67 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI	nare	_	12% 100% 6hare 0% 88% 0% 0%	\$179,0 \$157,5	485.00 041.67 Total \$0.00 556.67 \$0.00 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA	nare	_	12% 100% Share 0% 88% 0% 0% 0%	\$179,0 	485.00 041.67 Total \$0.00 556.67 \$0.00 \$0.00 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB	are	_	12% 100% Share 0% 88% 0% 0% 0% 0%	\$179,0 	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB WFTE	nare	_	12% 100% Share 0% 88% 0% 0% 0% 0% 0%	\$179,0 	485.00 041.67 Total \$0.00 556.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	J							
Order Share WHAS Market CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ	nare	_	12% 100% Share 0% 88% 0% 0% 0% 0%	\$179,0 	485.00 041.67 Total \$0.00 556.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC	hare	_	12% 100% Share 0% 88% 0% 0% 0% 0% 0% 0%	\$179,0 \$157,5	I85.00 041.67 Total \$0.00 \$56.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE	hare	_	12% 100% Share 0% 88% 0% 0% 0% 0% 0% 0% 0%	\$179,0	485.00 041.67 Total \$0.00 556.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	J							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WFTE WKMJ WKPC WKZT WLKY		S	12% 100% 5hare 0% 0% 0% 0% 0% 0% 0% 0%	\$179,0	IB5.00 041.67 Total \$0.00 \$56.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00]							
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch S	Start End	S	12% 100% 5hare 0% 0% 0% 0% 0% 0% 0% 0% 0%	\$179,0 	B5.00 41.67 Total \$0.00 556.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 Breal]		Len Spots	Rate Pri Rtg 1		Amount		
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY		d Inver 5/23 Local	12% 100% 5hare 0% 0% 0% 0% 0% 0% 0% 0% 0%	\$179,0 	IB5.00 041.67 Total \$0.00 \$56.67 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00]	<u>Time Days</u> 11111		<u>Rate Pri Rtg T</u> \$300.00 P02 1.20				
Order Share WHAS Market Competitive Sh CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch S	Start End 5/05/23 05/1 Date End E	d Inver 5/23 Local GMK Date Wee	12% 100% Share 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	\$179,0 \$157,5 ode @ 6a M-F	I85.00 041.67 Total \$0.00 \$56.67 \$0.00] k Start/End ⁻ 6-7a					Amount \$2,100.00		

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Order / Rev:	2695687	Advertiser:	ISS/ Bluegrass Freedom Action			
Alt Order #:	WOC14112051	Product Desc:	MBGFA	WHAS		
Flight Dates:	05/05/23 - 05/15/23	Estimate:	11845			

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
	nd Date		Spots/Week	Rate	Rating						
	5/11/23 5/18/23	11111 11	5 2	\$300.00 \$300.00	1.20 1.20						
N 2 WHAS 05/05/23		Good Morning Am	erica CM	7-9a	11111	:30	5	\$325.00 P02	1.61 NM	7	\$2,275.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	5/11/23	11111	5	\$325.00	1.61						
Week: 05/12/23 03 N 3 WHAS 05/13/23	5/18/23	11 Good Morning Am	2 orica SPM	\$325.00 7-9a	1.61	:30	1	\$180.00 P02	1 72 NM	1	\$180.00
		GOOD MORNING	AMERICA			.30	I	\$160.00 P02	1.72 INIVI		\$100.00
	nd Date 5/18/23	Weekdays	Spots/Week	<u>Rate</u> \$180.00	Rating 1.72						
N 4 WHAS 05/05/23		Good Morning Am	erica S M	8-9a	1	:30	1	\$200.00 P02	2.03 NM	2	\$400.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	5/11/23	1	1	\$200.00	2.03						
	5/18/23	1	1	\$200.00	2.03						
N 5 WHAS 05/05/23	05/15/23	Local News @ 5p WHAS11 NEWS		5-530p	11111	:30	5	\$350.00 P02	1.42 NM	7	\$2,450.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	5/11/23 5/18/23	11111 11	5 2	\$350.00 \$350.00	1.42 1.42						
N 6 WHAS 05/05/23		Local News @ 530 WHAS11 NEWS	Dp M-FCM	530-6p	11111	:30	5	\$400.00 P02	1.79 NM	6	\$2,400.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/05/23 0	5/11/23	11111	5	\$400.00	1.79						
	5/18/23	1	1	\$400.00	1.79			A (E A A B A A			AA -AA -AA
N 7 WHAS 05/05/23		Local News @ 6p WHAS11 NEWS		6-630p	111-1	:30	4	\$450.00 P02	2.45 NM	6	\$2,700.00
	nd Date	<u>Weekdays</u> 111-1	Spots/Week	Rate	Rating						
	5/11/23 5/18/23	111-1	4	\$450.00 \$450.00	2.45 2.45						
N 8 WHAS 05/05/23		ET 7-730p ENTERTAINMEN	CM T TONIGHT	7-730p	- 1 1	:30	2	\$500.00 P02	2.33 NM	4	\$2,000.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	5/11/23	- 1 1	2	\$500.00	2.33						
	5/18/23	11	2	\$500.00	2.33						
N 9 WHAS 05/05/23	05/15/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	1-11	:30	3	\$500.00 P02	2.62 NM	4	\$2,000.00
	nd Date	<u>Weekdays</u> 1- 11	Spots/Week	Rate	Rating						
	5/11/23 5/18/23	1-11	3	\$500.00 \$500.00	2.62 2.62						
N10 WHAS 05/05/23		Tue Prime A THE ROOKIE	CM	8-9p	- 1	:30	1	\$800.00 P02	2.11 NM	1	\$800.00
Start Date E	nd Date		Spots/Week	Rate	Rating						
	5/11/23	- 1	1	\$800.00	2.11						
N11 WHAS 05/05/23	05/15/23	LN (M-Su) WHAS11 NEWS	CM AT 11 M-F/SU	11-1135p J	1-11111	:30	6	\$400.00 P02	1.19 NM	10	\$4,000.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	5/11/23	1-11111	6	\$400.00 \$400.00	1.19						
Week: 05/12/23 03 N12 WHAS 05/05/23	5/18/23	1111 Local News Specia	al CM	\$400.00 Various	1.19 F	:30	1	\$180.00 P02	1 72 NIM	1	\$180.00
N 12 WEAS US/US/23	00/00/23	Local News Speci		VAIIUUS	r	.30	I	φτου.00 Ρ02	I.I∠ INIVI		φτου.υυ
	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/05/23 0	5/11/23	F	1	\$180.00	1.72						
									Totals	56	\$21,485.00