

ORDER

Orders
Order / Rev: 2695687
Alt Order #: WOC14112051
Product Desc: MBGFA
Estimate: 11845
Flight Dates: 05/05/23 - 05/15/23
Original Date / Rev: 04/21/23 / 04/21/23
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-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
05/01/23	05/15/23	56	\$21,485.00	\$18,262.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	56	\$21,485.00	\$18,262.25	96.36
Totals	56	\$21,485.00	\$18,262.25	96.36

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%	\$21,485.00
Market	100%	\$179,041.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$157,556.67
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	05/05/23	05/15/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	11111--	:30	5	\$300.00	P02	1.20	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	11111--		5				\$300.00		1.20			
		Week: 05/12/23	05/18/23	1---1--		2				\$300.00		1.20			

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Advertiser: ISS/ Bluegrass Freedom Action
 Product Desc: MBGFA
 Estimate: 11845
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	05/05/23	05/15/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11111--	:30	5	\$325.00	P02	1.61	NM	7	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	11111--					5	\$300.00		1.20			
		Week: 05/12/23	05/18/23	1---1--					2	\$300.00		1.20			
N 3	WHAS	05/13/23	05/13/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$180.00	P02	1.72	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: 05/05/23	05/11/23	11111--					5	\$325.00		1.61			
		Week: 05/12/23	05/18/23	1---1--					2	\$325.00		1.61			
N 4	WHAS	05/05/23	05/14/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	2.03	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	-----1					1	\$200.00		2.03			
		Week: 05/12/23	05/18/23	-----1					1	\$200.00		2.03			
N 5	WHAS	05/05/23	05/15/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$350.00	P02	1.42	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	11111--					5	\$350.00		1.42			
		Week: 05/12/23	05/18/23	1---1--					2	\$350.00		1.42			
N 6	WHAS	05/05/23	05/12/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	11111--	:30	5	\$400.00	P02	1.79	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	11111--					5	\$400.00		1.79			
		Week: 05/12/23	05/18/23	----1--					1	\$400.00		1.79			
N 7	WHAS	05/05/23	05/15/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	111-1--	:30	4	\$450.00	P02	2.45	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	111-1--					4	\$450.00		2.45			
		Week: 05/12/23	05/18/23	1---1--					2	\$450.00		2.45			
N 8	WHAS	05/05/23	05/15/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	-1--1--	:30	2	\$500.00	P02	2.33	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: 05/05/23	05/11/23	-1--1--					2	\$500.00		2.33			
		Week: 05/12/23	05/18/23	1---1--					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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	1-11---					3	\$500.00		2.62			
		Week: 05/12/23	05/18/23	1-----					1	\$500.00		2.62			
N 10	WHAS	05/05/23	05/09/23	Tue Prime A THE ROOKIE	CM	8-9p	-1-----	:30	1	\$800.00	P02	2.11	NM	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: 05/05/23	05/11/23	-1-----					1	\$800.00		2.11			
N 11	WHAS	05/05/23	05/15/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1-11111	:30	6	\$400.00	P02	1.19	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/05/23	05/11/23	1-11111					6	\$400.00		1.19			
		Week: 05/12/23	05/18/23	1---111					4	\$400.00		1.19			
N 12	WHAS	05/05/23	05/05/23	Local News Special Local News Special	CM	Various	----F--	:30	1	\$180.00	P02	1.72	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: 05/05/23	05/11/23	----F--					1	\$180.00		1.72			

Totals 56 \$21,485.00