

ORDER

Orders
Order / Rev: 2744840
 Alt Order #: WOC14222367
 Product Desc: MBGFA
 Estimate: 11935
 Flight Dates: 07/24/23 - 07/30/23
 Original Date / Rev: 07/20/23 / 07/20/23
 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-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	07/30/23	63	\$19,885.00	\$16,902.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	63	\$19,885.00	\$16,902.25	87.26
Totals	63	\$19,885.00	\$16,902.25	87.26

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%	\$19,885.00
Market	100%	\$165,708.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$145,823.33
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	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$300.00		1.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	07/24/23	07/28/23	Good Morning America	CM	7:00 AM-8:00 AM	21212--	:30	8	\$275.00	P02	1.55	NM	8	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/24/23	07/30/23	11111--		5				\$300.00		1.00			
		GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)													
N 3	WHAS	07/24/23	07/28/23	Good Morning America	CM	8:00 AM-9:00 AM	12121--	:30	7	\$275.00	P02	1.19	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/24/23	07/30/23	21212--		8				\$275.00		1.55			
		GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)													
N 4	WHAS	07/24/23	07/29/23	Good Morning America	CM		-----2-	:30	2	\$180.00	P02	1.20	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/24/23	07/30/23	-----2-		2				\$180.00		1.20			
		GOOD MORNING AMERICA													
N 5	WHAS	07/24/23	07/30/23	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: 07/24/23	07/30/23	-----1		1				\$200.00		1.48			
		GOOD MORNING AMERICA													
N 6	WHAS	07/24/23	07/28/23	Local News @ 12p M-F	CM	12:00 PM-12:30 PM	11111--	:30	5	\$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: 07/24/23	07/30/23	11111--		5				\$180.00		1.05			
		WHAS11 NEWS AT NOON (12:00 PM-12:30 PM)													
N 7	WHAS	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$180.00		0.99			
		WHAS11 NEWS AT 1230P (12:30 PM-1:00 PM)													
N 8	WHAS	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$180.00		1.03			
		WHAS11 NEWS @ 430P													
N 9	WHAS	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$350.00		1.45			
		WHAS11 NEWS @ 5p													
N 10	WHAS	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$400.00		1.49			
		WHAS11 NEWS @ 530P													
N 11	WHAS	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$450.00		1.97			
		WHAS11 NEWS @ 6p													
N 12	WHAS	07/24/23	07/28/23	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: 07/24/23	07/30/23	11111--		5				\$500.00		1.80			
		ENTERTAINMENT TONIGHT													
N 13	WHAS	07/24/23	07/28/23	Inside Ed 730-8p	CM	730-8p	11111--	:30	5	\$500.00	P02	1.75	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: 07/24/23	07/30/23	11111--		5				\$500.00		1.75			
		INSIDE EDITION													
													Totals	63	\$19,885.00