

# ORDER

**Orders**  
**Order / Rev:** 2747998  
 Alt Order #: WOC14226857  
 Product Desc: MBGFA  
 Estimate: 11938  
 Flight Dates: 07/31/23 - 08/06/23  
 Original Date / Rev: 07/27/23 / 07/27/23  
 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
07/31/23	08/06/23	63	\$20,635.00	\$17,539.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	63	\$20,635.00	\$17,539.75	87.26
<b>Totals</b>	<b>63</b>	<b>\$20,635.00</b>	<b>\$17,539.75</b>	<b>87.26</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%	\$20,635.00
Market	100%	\$171,958.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$151,323.33
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	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$300.00		1.00			

Order / Rev: 2747998  
 Alt Order #: WOC14226857  
 Flight Dates: 07/31/23 - 08/06/23

Advertiser: ISS/ Bluegrass Freedom Action  
 Product Desc: MBGFA  
 Estimate: 11938  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	07/31/23	08/04/23	Good Morning America	CM	7:00 AM-8:00 AM	21212--	:30	8	\$325.00	P02	1.55	NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/31/23	08/06/23	11111--		5				\$300.00		1.00			
		GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)													
N 3	WHAS	07/31/23	08/04/23	Good Morning America	CM	8:00 AM-9:00 AM	12121--	:30	7	\$325.00	P02	1.19	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: 07/31/23	08/06/23	21212--		8				\$325.00		1.55			
		GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)													
N 4	WHAS	07/31/23	08/05/23	Good Morning America	CM	7:00 AM-9:00 AM	-----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: 07/31/23	08/06/23	-----2-		2				\$180.00		1.20			
		GOOD MORNING AMERICA													
N 5	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	-----1		1				\$200.00		1.48			
		GOOD MORNING AMERICA													
N 6	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$180.00		1.05			
		WHAS11 NEWS AT NOON (12:00 PM-12:30 PM)													
N 7	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$180.00		0.99			
		WHAS11 NEWS AT 1230P (12:30 PM-1:00 PM)													
N 8	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$180.00		1.03			
		WHAS11 NEWS @ 430P													
N 9	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$350.00		1.45			
		WHAS11 NEWS @ 5p													
N 10	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$400.00		1.49			
		WHAS11 NEWS @ 530P													
N 11	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$450.00		1.97			
		WHAS11 NEWS @ 6p													
N 12	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$500.00		1.80			
		ENTERTAINMENT TONIGHT													
N 13	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	11111--		5				\$500.00		1.75			
		INSIDE EDITION													
													Totals	63	\$20,635.00