ORDER

Orders Order / Rev: 2751382 WOC14231816 Alt Order #: **MBGFA** Product Desc: **WHAS** 11952 Estimate: Taylor Fritsch Flight Dates: 08/07/23 - 08/15/23 Primary AE: Sales Office: Original Date / Rev: 08/04/23 / 08/04/23 **TSWAS** Order Type: General Sales Region: NAT Mentzer Media Services/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 2210 Grey Fox Ct EOM/EOC Agency Commission: Bel Air, MD 21015 15% Advertiser Name: ISS/ Bluegrass Freedom Action A35+ New Business End: Demographic: **Product Codes:** IS-Governor Advertiser External ID: M214038 Revenue Code 1: AGY Agency External ID: 3924AG Revenue Code 2: Unit Code: (POL) Political General Revenue Code 3: (POL) Issue Order Separation: 00:15:00 Priority: P04

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/31/23	08/15/23	60	\$19,950.00	\$16,957.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	60	\$19,950.00	\$16,957.50	83.48
Totals	60	\$19.950.00	\$16.957.50	83.48

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%	\$19,950.00
Market	100%	\$166 250 00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$146,300.00
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 Tir	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 1 V	VHAS	08/07/23	08/13/23	Good Morning Amer			1	:30	1	\$200.00 P02	1.48 NM	1	\$200.00
				GOOD MORNING A	AMERICA								
	Star	t Date E	Ind Date	Weekdays S	pots/Week	Rate	Rating						
Wee	ek: 08/0	7/23 (08/13/23	1	1	\$200.00	1.48						

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Order / Rev: 2751382 Advertiser: ISS/ Bluegrass Freedom Action

Alt Order #: WOC14231816 Product Desc: MBGFA WHAS

Flight Dates: 08/07/23 - 08/15/23 Estimate: 11952

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 08/07/23	End Date 08/13/23	<u>Weekdays</u> 1	Spots/Week	Rate \$200.00	Rating 1.48						
N 2 WHAS 08/07/2		Good Morning Am	nerica S M	7-9a	1-	:30	1	\$180.00 P02	1.20 NM	1	\$180.00
Start Date Week: 08/07/23	End Date 08/13/23	Weekdays	Spots/Week 1	<u>Rate</u> \$180.00	Rating 1.20						
N 3 WHAS 08/07/2		Local News @ 12 WHAS11 NEWS	AT NOON	12-1p (12:00 PM-1	11-11 2:30 PM)	:30	4	\$180.00 P02	1.05 NM	5	\$900.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	<u>Weekdays</u> 11-11 1	Spots/Week 4 1	Rate \$180.00 \$180.00	Rating 1.05 1.05						
N 4 WHAS 08/07/2	23 08/15/23	Local News @ 12 WHAS11 NEWS	•	12:30 PM-1 (12:30 PM-1	:00 PM- 1111 :00 PM)	:30	4	\$180.00 P02	0.99 NM	5	\$900.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	Weekdays - 1111 - 1	Spots/Week 4 1	Rate \$180.00 \$180.00	Rating 0.99 0.99						
N 5 WHAS 08/07/2	23 08/15/23	Local News @ 4p WHAS11 NEWS		4:30 PM-5:0 (4:30 PM-5:0	00 PM 1-1-1 00 PM)	:30	3	\$180.00 P02	1.03 NM	4	\$720.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	Weekdays 1- 1- 1 - 1	Spots/Week 3 1	Rate \$180.00 \$180.00	Rating 1.03 1.03						
N 6 WHAS 08/07/2	23 08/15/23	Good Morning Am GOOD MORNING			00 AM 11111 00 AM)	:30	5	\$325.00 P02	1.55 NM	7	\$2,275.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	<u>Weekdays</u> 11111 11	Spots/Week 5	Rate \$325.00 \$325.00	Rating 1.55 1.55						
N 7 WHAS 08/07/2		Local News @ 6p WHAS11 NEWS		6-630p	1- 111	:30	4	\$450.00 P02	1.97 NM	5	\$2,250.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	Weekdays 1-111 1	Spots/Week 4 1	Rate \$450.00 \$450.00	Rating 1.97 1.97						
N 8 WHAS 08/07/2	23 08/15/23	Local News @ 5p WHAS11 NEWS		5-530p	111-1	:30	4	\$350.00 P02	1.45 NM	5	\$1,750.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	<u>Weekdays</u> 111- 1 - 1	Spots/Week 4 1	Rate \$350.00 \$350.00	Rating 1.45 1.45						
N 9 WHAS 08/07/2	23 08/15/23	Local News @ 53 WHAS11 NEWS		530-6p	11-1	:30	3	\$400.00 P02	1.49 NM	5	\$2,000.00
Start Date Week: 08/07/23	End Date 08/13/23 08/20/23	<u>Weekdays</u> 11-1 11	Spots/Week 3 2	Rate \$400.00 \$400.00	Rating 1.49 1.49						
Week: 08/14/23 N10 WHAS 08/07/2		Good Morning Am	nerica CM	8:00 AM-9:0	00 AM 11111	:30	5	\$325.00 P02	1.19 NM	7	\$2,275.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	Weekdays 11111 11	Spots/Week 5	Rate \$325.00 \$325.00	Rating 1.19 1.19						
N11 WHAS 08/07/2		ET 7-730p ENTERTAINMEN	CM	7-730p	111-1	:30	4	\$500.00 P02	1.80 NM	5	\$2,500.00
<u>Start Date</u> Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	Weekdays 111-1 -1	Spots/Week 4 1	Rate \$500.00 \$500.00	Rating 1.80 1.80						
N12 WHAS 08/07/2	23 08/15/23	Inside Ed 730-8p INSIDE EDITION	СМ	730-8p	- 111	:30	3	\$500.00 P02	1.75 NM	5	\$2,500.00
Start Date Week: 08/07/23 Week: 08/14/23	End Date 08/13/23 08/20/23	<u>Weekdays</u> - 111 11	Spots/Week 3 2	Rate \$500.00 \$500.00	Rating 1.75 1.75						
N13 WHAS 08/07/2		Local News @ 6a GMK @ 630A			00 AM - 1111	:30	4	\$300.00 P02	1.00 NM	5	\$1,500.00
Start Date Week: 08/07/23	End Date 08/13/23	Weekdays - 1111	Spots/Week 4	Rate \$300.00	Rating 1.00						

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WHAS

Order / Rev: 2751382 Advertiser: ISS/ Bluegrass Freedom Action

 Alt Order #:
 WOC14231816
 Product Desc:
 MBGFA

Flight Dates: 08/07/23 - 08/15/23 Estimate: 11952

Ln Ch Sta	rt End	Inventory Code	Break	Start/End	Time Days	s Len Spots	Rate Pri	Rtg Type Spots	Amount
Start Dat Week: 08/14/23	End Date 08/20/23	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$300.00	Rating 1.00				

Totals 60 \$19,950.00