

ORDER

Orders
Order / Rev: 2752386
Alt Order #: WOC14233220
Product Desc: Issue
Estimate: 12710
Flight Dates: 08/15/23 - 08/21/23
Original Date / Rev: 08/08/23 / 08/17/23
Order Type: General

WHAS
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ Defending Bluegrass Values
Demographic: A50+
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: M217166
Agency External ID: 2086AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/31/23 | 08/21/23 | 65 | \$23,840.00 | \$20,264.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2023 | 65 | \$23,840.00 | \$20,264.00 | 0.00 |
| Totals | 65 | \$23,840.00 | \$20,264.00 | 0.00 |

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% | \$23,840.00 |
| Market | 100% | \$198,666.67 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 88% | \$174,826.67 |
| 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 | 08/15/23 | 08/21/23 | Good Morning America GD MRN AMR-ABC | CM | 7:00 AM-8:00 AM (7:00 AM-8:00 AM) | MTWTF-- | :30 | 6 | \$325.00 | P02 | 0.00 | NM | 6 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 08/15/23 | 08/21/23 | MTWTF-- | | 6 | | \$325.00 | | 0.00 | | | | | |

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 Alt Order #: WOC14233220
 Flight Dates: 08/15/23 - 08/21/23

Advertiser: ISS/ Defending Bluegrass Values
 Product Desc: Issue
 Estimate: 12710
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------|--|----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 6 | \$325.00 | | 0.00 | | | |
| N 2 | WHAS | 08/15/23 | 08/21/23 | Good Morning America GD MRN AMR-ABC | CM | 8:00 AM-9:00 AM (8:00 AM-9:00 AM) | MTWTF-- | :30 | 8 | \$325.00 | P02 | 0.00 | 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: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 8 | \$325.00 | | 0.00 | | | |
| N 3 | WHAS | 08/15/23 | 08/19/23 | Local News @ 6a Sa AVG. ALL WKS | CM | 6-7a | -----S- | :30 | 1 | \$80.00 | P02 | 0.00 | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -----S- | | | | | 1 | \$80.00 | | 0.00 | | | |
| N 4 | WHAS | 08/15/23 | 08/19/23 | Good Morning America AVG. ALL WKS | CM | 7-9a | -----S- | :30 | 1 | \$180.00 | P02 | 0.00 | 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: | | 08/14/23 | 08/20/23 | -----S- | | | | | 1 | \$180.00 | | 0.00 | | | |
| N 5 | WHAS | 08/15/23 | 08/20/23 | Good Morning America GD MRN-SUN-ABC | CM | 8-9a | -----S | :30 | 1 | \$200.00 | P02 | 0.00 | 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: | | 08/14/23 | 08/20/23 | -----S | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 6 | WHAS | 08/15/23 | 08/21/23 | Local News @ 12p M-F WHAS NWS 12N | CM | 12:00 PM-12:30 PM (12:00 PM-12:30 PM) | PMTWTF-- | :30 | 2 | \$180.00 | P02 | 0.00 | 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: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 2 | \$180.00 | | 0.00 | | | |
| N 7 | WHAS | 08/15/23 | 08/21/23 | Local News @ 12p M-F WHAS NWS 12N | CM | 12:30 PM-1:00 PM (12:30 PM-1:00 PM) | PMTWTF-- | :30 | 2 | \$180.00 | P02 | 0.00 | 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: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 2 | \$180.00 | | 0.00 | | | |
| N 8 | WHAS | 08/15/23 | 08/21/23 | GMA3 GMA3-KNOW-ABC< | CM | 1-2p | MTWTF-- | :30 | 3 | \$180.00 | P02 | 0.00 | NM | 3 | \$540.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 3 | \$180.00 | | 0.00 | | | |
| N 9 | WHAS | 08/15/23 | 08/21/23 | General Hospital GENRL HOSPITAL | CM | 2-3p | MTWTF-- | :30 | 3 | \$250.00 | P02 | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 3 | \$250.00 | | 0.00 | | | |
| N 10 | WHAS | 08/15/23 | 08/21/23 | Local News @ 4p M-F WHAS11 NWS@4PM | CM | 4:00 PM-4:30 PM (4:00 PM-4:30 PM) | MTWTF-- | :30 | 3 | \$180.00 | P02 | 0.00 | NM | 3 | \$540.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 3 | \$180.00 | | 0.00 | | | |
| N 11 | WHAS | 08/15/23 | 08/21/23 | Local News @ 4p M-F WHAS11 NWS@4PM | CM | 4:30 PM-5:00 PM (4:30 PM-5:00 PM) | MTWTF-- | :30 | 3 | \$180.00 | P02 | 0.00 | NM | 3 | \$540.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 3 | \$180.00 | | 0.00 | | | |
| N 12 | WHAS | 08/15/23 | 08/21/23 | Local News @ 5p M-F WHAS NWS 5.00 | CM | 5-530p | MTWTF-- | :30 | 3 | \$350.00 | P02 | 0.00 | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 3 | \$350.00 | | 0.00 | | | |
| N 13 | WHAS | 08/15/23 | 08/21/23 | Local News @ 530p M-FCM WHAS NWS 5.30 | CM | 530-6p | MTWTF-- | :30 | 3 | \$400.00 | P02 | 0.00 | NM | 3 | \$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: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 3 | \$400.00 | | 0.00 | | | |
| N 14 | WHAS | 08/15/23 | 08/21/23 | Local News @ 6p M-F WHAS NWS 6PM | CM | 6-630p | MTWTF-- | :30 | 4 | \$450.00 | P02 | 0.00 | NM | 4 | \$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: | | 08/15/23 | 08/21/23 | MTWTF-- | | | | | 4 | \$450.00 | | 0.00 | | | |
| N 15 | WHAS | 08/15/23 | 08/19/23 | Local News @ 630p Sa AVG. ALL WKS | CM | 630-7p | -----S- | :30 | 1 | \$240.00 | P02 | 0.00 | NM | 1 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -----S- | | | | | 1 | \$240.00 | | 0.00 | | | |
| N 16 | WHAS | 08/15/23 | 08/20/23 | | CM | 630-7p | | :30 | 1 | \$500.00 | P02 | 0.00 | NM | 1 | \$500.00 |

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 Alt Order #: WOC14233220
 Flight Dates: 08/15/23 - 08/21/23

Advertiser: ISS/ Defending Bluegrass Values
 Product Desc: Issue
 Estimate: 12710
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-----|-------------|------------|-------|---------------|------|-------|------------|
| | | | | Local News @ 630p Su | | | -----S | | | | | | | | |
| | | | | WHAS SUN 6.30 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -----S | | 1 | | | \$500.00 | | | 0.00 | | | |
| N17 | WHAS | 08/15/23 | 08/21/23 | ET 7-730p | CM | 7-730p | MTWTF-- | :30 | 3 | \$500.00 | P02 | 0.00 | NM | 3 | \$1,500.00 |
| | | | | ENT TONIGHT 30< | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | 3 | | | \$500.00 | | | 0.00 | | | |
| N18 | WHAS | 08/15/23 | 08/21/23 | Inside Ed 730-8p | CM | 730-8p | MTWTF-- | :30 | 3 | \$500.00 | P02 | 0.00 | NM | 3 | \$1,500.00 |
| | | | | INSIDE EDITION< | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-- | | 3 | | | \$500.00 | | | 0.00 | | | |
| N19 | WHAS | 08/15/23 | 08/19/23 | ET 7-8p Sa | CM | 7-8p | -----S- | :30 | 1 | \$200.00 | P02 | 0.00 | NM | 1 | \$200.00 |
| | | | | ENT TONIGHT 60 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -----S- | | 1 | | | \$200.00 | | | 0.00 | | | |
| N20 | WHAS | 08/15/23 | 08/21/23 | LN (M-Su) | CM | 11-1135p | MTWTF-S | :30 | 5 | \$400.00 | P02 | 0.00 | NM | 5 | \$2,000.00 |
| | | | | WHAS-NIGHTTEAM< | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | MTWTF-S | | 5 | | | \$400.00 | | | 0.00 | | | |
| N21 | WHAS | 08/15/23 | 08/15/23 | Tue Prime B | CM | 9-10p | -T----- | :30 | 1 | \$650.00 | P02 | 0.00 | NM | 1 | \$650.00 |
| | | | | AVG. ALL WKS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -T----- | | 1 | | | \$650.00 | | | 0.00 | | | |
| N22 | WHAS | 08/15/23 | 08/16/23 | Wed Prime A | CM | | --W---- | :30 | 1 | \$1,200.00 | P02 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | AVG. ALL WKS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | --W---- | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| N23 | WHAS | 08/15/23 | 08/17/23 | Thu Prime C | CM | 10-11p | ---T--- | :30 | 1 | \$750.00 | P02 | 0.00 | NM | 1 | \$750.00 |
| | | | | AVG. ALL WKS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | ---T--- | | 1 | | | \$750.00 | | | 0.00 | | | |
| N24 | WHAS | 08/15/23 | 08/18/23 | Fri Prime A | CM | 8-9p | ----F-- | :30 | 1 | \$750.00 | P02 | 0.00 | NM | 1 | \$750.00 |
| | | | | Shark Tank | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | ----F-- | | 1 | | | \$750.00 | | | 0.00 | | | |
| N25 | WHAS | 08/15/23 | 08/20/23 | Sun Prime A | CM | 7-8p | -----S | :30 | 1 | \$750.00 | P02 | 0.00 | NM | 1 | \$750.00 |
| | | | | AVG. ALL WKS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -----S | | 1 | | | \$750.00 | | | 0.00 | | | |
| N26 | WHAS | 08/15/23 | 08/20/23 | Sun Prime B | CM | 8-9p | -----S | :30 | 1 | \$1,200.00 | P02 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | Sun Prime B | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/14/23 | 08/20/23 | -----S | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| N27 | WHAS | 08/21/23 | 08/21/23 | Local News @ 6p M-F | CM | 6-630p | M----- | :30 | 1 | \$450.00 | P02 | 0.00 | NM | 1 | \$450.00 |
| | | | | WHAS NWS 6PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | M----- | | 1 | | | \$450.00 | | | 0.00 | | | |
| N28 | WHAS | 08/16/23 | 08/16/23 | ROS 4a-4x Excludes Prime | CM | 4a-4x | --W---- | :30 | 1 | \$0.00 | P08-2 | 0.00 | NM | 1 | \$0.00 |
| | | | | 4a-4x ROS Excludes Prime | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/15/23 | 08/21/23 | --W---- | | 1 | | | \$0.00 | | | 0.00 | | | |

Totals 65 \$23,840.00