

# ORDER

**Orders**  
**Order / Rev:** 2752391  
**Alt Order #:** WOC14233230  
**Product Desc:** Issue  
**Estimate:** 12712  
**Flight Dates:** 08/29/23 - 09/04/23  
**Original Date / Rev:** 08/08/23 / 08/09/23  
**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
08/28/23	09/04/23	65	\$23,390.00	\$19,881.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	65	\$23,390.00	\$19,881.50	0.00
<b>Totals</b>	<b>65</b>	<b>\$23,390.00</b>	<b>\$19,881.50</b>	<b>0.00</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%	\$23,390.00
Market	100%	\$194,916.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$171,526.67
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	08/29/23	09/04/23	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:		08/29/23	09/04/23	MTWTF--	6	\$325.00	0.00								

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		6				\$325.00		0.00			
N 3	WHAS	08/29/23	09/02/23	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: 08/29/23	09/04/23	MTWTF--		8				\$325.00		0.00			
N 4	WHAS	08/29/23	09/02/23	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: 08/28/23	09/03/23	-----S-		1				\$80.00		0.00			
N 5	WHAS	08/29/23	09/03/23	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: 08/28/23	09/03/23	-----S		1				\$200.00		0.00			
N 6	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		2				\$180.00		0.00			
N 7	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		2				\$180.00		0.00			
N 8	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		3				\$180.00		0.00			
N 9	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		3				\$250.00		0.00			
N 10	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		3				\$180.00		0.00			
N 11	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		3				\$180.00		0.00			
N 12	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		3				\$350.00		0.00			
N 13	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		3				\$400.00		0.00			
N 14	WHAS	08/29/23	09/04/23	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: 08/29/23	09/04/23	MTWTF--		4				\$450.00		0.00			
N 15	WHAS	08/29/23	09/02/23	Local News @ 630p Sa AVG. ALL WKS	CM	630-7p	-----S-	:30	1	\$240.00	P02	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	-----S-		1				\$240.00		0.00			

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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:		08/28/23	09/03/23	-----S-			1			\$240.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WHAS	08/28/23-09/03/23		Local News @ 630p Sa			630-7p			-----Sa--	:30	<del>(\$240.00)</del>	0.00	NM		
		See MG 15.2,15.3														
2	WHAS	08/28/23-09/03/23		Jimmy Kimmel			1135p-1237a			MTWThF----	:30	\$120.00	0.00	NM		
		Ⓜ MG for 15.1 09/02														
3	WHAS	08/28/23-09/03/23		Jimmy Kimmel			1135p-1237a			MTWThF----	:30	\$120.00	0.00	NM		
		Ⓜ MG for 15.1 09/02														
N16	WHAS	08/29/23	09/03/23	Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$500.00	P02	0.00	NM	1	\$500.00	
		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:		08/28/23	09/03/23	-----S			1			\$500.00			0.00			
N17	WHAS	08/29/23	09/04/23	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:		08/29/23	09/04/23	MTWTF--			3			\$500.00			0.00			
N18	WHAS	08/29/23	09/04/23	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:		08/29/23	09/04/23	MTWTF--			3			\$500.00			0.00			
N19	WHAS	08/29/23	09/02/23	ET 7-8p Sa	CM	7-8p	-----S-	:30	1	\$200.00	P02	0.00	NM	2	\$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:		08/28/23	09/03/23	-----S-			1			\$200.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WHAS	08/28/23-09/03/23		ET 7-8p Sa			7-8p			-----Sa--	:30	<del>(\$200.00)</del>	0.00	NM		
		See MG 19.2,19.3														
2	WHAS	08/28/23-09/03/23		Jimmy Kimmel			1135p-1237a			MTWThF----	:30	\$120.00	0.00	NM		
		Ⓜ MG for 19.1 09/02														
3	WHAS	08/28/23-09/03/23		Nightline			1237-106a			MTWThF----	:30	\$80.00	0.00	NM		
		Ⓜ MG for 19.1 09/02														
N20	WHAS	08/29/23	09/04/23	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:		08/29/23	09/04/23	MTWTF-S			5			\$400.00			0.00			
N21	WHAS	08/29/23	08/29/23	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:		08/28/23	09/03/23	-T-----			1			\$650.00			0.00			
N22	WHAS	08/29/23	08/30/23	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:		08/28/23	09/03/23	--W----			1			\$1,200.00			0.00			
N23	WHAS	08/29/23	08/31/23	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:		08/28/23	09/03/23	---T---			1			\$750.00			0.00			
N24	WHAS	08/29/23	09/01/23	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:		08/28/23	09/03/23	----F--			1			\$750.00			0.00			
N25	WHAS	08/29/23	09/03/23	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:		08/28/23	09/03/23	-----S			1			\$750.00			0.00			
N26	WHAS	08/29/23	09/03/23	Wed Prime B	CM	9-10p	--W----	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00	
		Wed Prime B														

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	--W----		1				\$1,200.00		0.00			
													Totals	65	\$23,390.00