



Order / Rev: 2752402  
 Alt Order #: WOC14233242  
 Flight Dates: 09/12/23 - 09/18/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12714

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:		09/12/23	09/18/23	MTWTF--		2				\$300.00		0.00			
N 2	WHAS	09/12/23	09/18/23	Local News @ 6a M-F GMK @ 630A	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$300.00	P02	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF--		3				\$300.00		0.00			
N 3	WHAS	09/12/23	09/18/23	Good Morning America GOOD MORNING AMERICA 7A	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF--		5				\$325.00		0.00			
N 4	WHAS	09/12/23	09/18/23	Good Morning America GOOD MORNING AMERICA 8A	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF--		5				\$325.00		0.00			
N 5	WHAS	09/12/23	09/16/23	Good Morning America GOOD MORNING AMERICA	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:		09/11/23	09/17/23	-----S-		1				\$180.00		0.00			
N 7	WHAS	09/12/23	09/17/23	This Week Su THIS WEEK	CM	9-10a	-----S	:30	1	\$350.00	P02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S		1				\$350.00		0.00			
N 8	WHAS	09/12/23	09/18/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	: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:		09/12/23	09/18/23	MTWTF--		2				\$180.00		0.00			
N 9	WHAS	09/12/23	09/18/23	Local News @ 12p M-F WHAS11 NEWS AT 1230P	CM	12:30 PM-1:00 PM (12:30 PM-1:00 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:		09/12/23	09/18/23	MTWTF--		3				\$180.00		0.00			
N 10	WHAS	09/12/23	09/18/23	GMA3 GMA3	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:		09/12/23	09/18/23	MTWTF--		3				\$180.00		0.00			
N 11	WHAS	09/12/23	09/18/23	General Hospital GENERAL 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:		09/12/23	09/18/23	MTWTF--		3				\$250.00		0.00			
N 12	WHAS	09/12/23	09/18/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	: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:		09/12/23	09/18/23	MTWTF--		2				\$180.00		0.00			
N 13	WHAS	09/12/23	09/18/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	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:		09/12/23	09/18/23	MTWTF--		3				\$180.00		0.00			
N 14	WHAS	09/12/23	09/18/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	MTWTF--	:30	2	\$350.00	P02	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF--		2				\$350.00		0.00			
N 15	WHAS	09/12/23	09/18/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	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:		09/12/23	09/18/23	MTWTF--		3				\$400.00		0.00			
N 16	WHAS	09/12/23	09/18/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MTWTF--	:30	2	\$450.00	P02	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF--		2				\$450.00		0.00			
N 17	WHAS	09/12/23	09/17/23		CM	630-7p		:30	1	\$500.00	P02	0.00	NM	1	\$500.00

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 630p Su WHAS11 NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S		1			\$500.00			0.00			
N18	WHAS	09/12/23	09/18/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	MTWTF--	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF--		2			\$500.00			0.00			
N19	WHAS	09/12/23	09/18/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-TWTF--	:30	3	\$500.00	P02	0.00	NM	3	\$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:		09/12/23	09/18/23	-TWTF--		3			\$500.00			0.00			
N20	WHAS	09/12/23	09/13/23	Wed Prime A JUDGE STEVE HARVEY	CM	8:00 PM-9:00 PM	--W----	:30	1	\$750.00	P02	0.00	NM	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:		09/11/23	09/17/23	--W----		1			\$750.00			0.00			
N21	WHAS	09/12/23	09/13/23	Wed Prime B WONDER YEARS/ABBOTT ELI	CM	9-10p	--W----	:30	1	\$875.00	P02	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/23	09/17/23	--W----		1			\$875.00			0.00			
N22	WHAS	09/12/23	09/13/23	Wed Prime C THE \$100,000 PYRAMID ENC	CM	10-11p	--W----	:30	1	\$750.00	P02	0.00	NM	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:		09/11/23	09/17/23	--W----		1			\$750.00			0.00			
N23	WHAS	09/12/23	09/15/23	Fri Prime A SHARK TANK ENC	CM	8-9p	----F--	:30	1	\$750.00	P02	0.00	NM	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:		09/11/23	09/17/23	----F--		1			\$750.00			0.00			
N24	WHAS	09/12/23	09/17/23	Sun Prime C CELEBRITY FAMILY FEUD	CM	9-10p	-----S	:30	1	\$900.00	P02	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S		1			\$900.00			0.00			
N25	WHAS	09/12/23	09/18/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	MTWTF-S	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/12/23	09/18/23	MTWTF-S		4			\$400.00			0.00			
N26	WHAS	09/12/23	09/16/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----S-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S-		1			\$300.00			0.00			
N27	WHAS	09/12/23	09/18/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	-TWTF--	:30	3	\$120.00	P02	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/12/23	09/18/23	-TWTF--		3			\$120.00			0.00			
N28	WHAS	09/12/23	09/16/23	Inside Ed 1135p-1205a INSIDE EDITION	CM	1135p-1205a	-----S-	:30	1	\$160.00	P02	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S-		1			\$160.00			0.00			
N29	WHAS	09/12/23	09/16/23	NCAA FB Daytime Early ABC COLLEGE FOOTBALL 12f	CM	12-330p	-----S-	:30	1	\$950.00	P02	0.00	NM	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:		09/11/23	09/17/23	-----S-		1			\$950.00			0.00			
N30	WHAS	09/17/23	09/17/23	Good Morning America Good Morning America Su	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:		09/11/23	09/17/23	-----S		1			\$200.00			0.00			
N31	WHAS	09/18/23	09/18/23	NFL Mo Game NFL Mo Game	CM	Various	M-----	:30	1	\$5,000.00	P02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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: 09/18/23	09/24/23	M- - - - -	1	\$5,000.00	0.00							
													Totals	\$26,765.00