## ORDER

Orders	Order	/ Rev	:	2752	402									
	Alt Ord	ler #:		WOC	14233242			-						
	Produc	t Des	C:	Issue	)			-						
	Estima	te:		1271	4			-			WHAS			
	Flight [	Dates:	:	09/12	2/23 - 09/18/23			- Primary	AE:		Taylor Frits	ch		
	-		e / Rev:	08/08	3/23 / 08/11/23			- Sales O			TSWAS			
	Order <sup>·</sup>			Gene	eral			- Sales R	egion:		NAT			
								-	0					
Agency	Name:			Grea	t American Med	ia/ POL								
	Buying	Cont	act:					- Billing T	ype:		Cash			
	Billing	Conta	ict:					- Billing C	alenda	r:	Broadcast			
				3050	K Street NW			- Billing C	ycle:		EOM/EOC			
				Wash	ington, DC 2000	)7		Agency	Comm	ission:	15%			
Advertiser	Name:			ISS/	Defending Blue	grass Valu	es	-						
	Demog	graphi	c:	A50+	-			New Bu	siness	End:				
	Produc	t Cod	les:	IS-Go	overnor			Advertis	er Exte	ernal ID:	M217166			
	Reven	ue Co	de 1:	AGY				Agency	Extern	al ID:	2086AG			
	Reven	ue Co	de 2:	(POL	) Political			Unit Co	de:		General			
	Reven	ue Co	de 3:	(POL	.) Issue			Order S	eparati	on:	00:15:00			
	Priority	:		P04				_						
Bill Plan							т	otals						
	End Date		# Spots	Gross	Amount Net A	Amount		onth		# Spots	Gross Amo	ount N	let Amount	Rating
08/28/23	09/18/23		63	\$	26,765.00	\$22,750.25	5 S	eptember 202	23	63	\$26,76	65.00	\$22,750.25	0.00
							Тс	otals		63	\$26,76	65.00	\$22,750.25	0.00
Account Exec														
Account Execu	tive	ŝ	Sales Offic	e :	Sales Region	Start Date				Order %				
Taylor Fritsch						Start Of C	Order - E	End Of Order		100%				
Order Share			Sh	nare	Total	1								
WHAS				12%	\$26,765.00	-								
Market			1	100%	\$223,041.67									
Competitive S	hare	Г	Sh	nare	Total	ſ								
CABLE				0%	\$0.00	J								
UNKWN				88%	\$196,276.67									
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									
		End	Invent			k Start/Ei		-		Spots	Rate Pri			Amount
N 1 WHAS (	09/12/23 0	9/18/2			@ 6a M-F CM			M MTWTF	:3	0 2	\$300.00 P02	0.00 NI	M 2	\$600.00
			GIVIN	W UA		(6:00 AN	1-6:30 F	AM)						
<u>Start</u> Week: 09/12		d Dat /18/23		kdays	Spots/Wee		te F	AM) Rating 0.00						

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Order / Rev: 2752402		Advertiser:	ISS/ Defending Bluegrass Values	
Alt Order #:	WOC14233242	Product Desc:	Issue	WHAS
Flight Dates:	09/12/23 - 09/18/23	Estimate:	12714	

Ln Ch Start End	Inventory Code Break	Start/End Time	Days Len	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$300.00 0.00						
N 2 WHAS 09/12/23 09/18/23		6:30 AM-7:00 AM MI (6:30 AM-7:00 AM)		3	\$300.00 P02	0.00 NM	3	\$900.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays MTWTFSpots/Week 3	Rate         Rating           \$300.00         0.00	•					
N 3 WHAS 09/12/23 09/18/23	Good Morning America CM GOOD MORNING AMERICA 7	7:00 AM-8:00 AM MI #(7:00 AM-8:00 AM)	TWTF :30	5	\$325.00 P02	0.00 NM	5	\$1,625.00
Start Date         End Date           Week:         09/12/23         09/18/23	WeekdaysSpots/WeekMTWTF5	Rate Rating \$325.00 0.00	•					
N 4 WHAS 09/12/23 09/18/23	Good Morning America CM GOOD MORNING AMERICA 8	8:00 AM-9:00 AM MI (8:00 AM-9:00 AM)	TWTF :30	5	\$325.00 P02	0.00 NM	5	\$1,625.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays MTWTFSpots/Week 5	<u>Rate</u> <u>Rating</u> \$325.00 0.00	•					
N 5 WHAS 09/12/23 09/16/23	Good Morning America S2M GOOD MORNING AMERICA	7-9a	S- :30	1	\$180.00 P02	0.00 NM	1	\$180.00
Start Date         End Date           Week:         09/11/23         09/17/23	WeekdaysSpots/WeekS-1	<u>Rate</u> <u>Rating</u> \$180.00 0.00	)					
N 7 WHAS 09/12/23 09/17/23	This Week Su CM THIS WEEK	9-10a	S :30	1	\$350.00 P02	0.00 NM	1	\$350.00
Start Date         End Date           Week:         09/11/23         09/17/23	WeekdaysSpots/WeekS1	<u>Rate</u> <u>Rating</u> \$350.00 0.00	)					
N 8 WHAS 09/12/23 09/18/23	Local News @ 12p M-F CM WHAS11 NEWS AT NOON	12:00 PM-12:30 PIMI (12:00 PM-12:30 PM)		2	\$180.00 P02	0.00 NM	2	\$360.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays MTWTFSpots/Week 2	Rate Rating \$180.00 0.00	)					
N 9 WHAS 09/12/23 09/18/23	Local News @ 12p M-F CM WHAS11 NEWS AT 1230P	12:30 PM-1:00 PMM (12:30 PM-1:00 PM)	TWTF :30	3	\$180.00 P02	0.00 NM	3	\$540.00
Start Date         End Date           Week:         09/12/23         09/18/23	WeekdaysSpots/WeekMTWTF3	Rate Rating \$180.00 0.00	•					
N10 WHAS 09/12/23 09/18/23	GMA3 CM GMA3	1-2р МІ	TWTF :30	3	\$180.00 P02	0.00 NM	3	\$540.00
Start Date         End Date           Week:         09/12/23         09/18/23	WeekdaysSpots/WeekMTWTF3	<u>Rate</u> <u>Rating</u> \$180.00 0.00	•					
N11 WHAS 09/12/23 09/18/23	General Hospital CM GENERAL HOSPITAL	2-3р МІ	TWTF :30	3	\$250.00 P02	0.00 NM	3	\$750.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays MTWTFSpots/Week 3	<u>Rate</u> <u>Rating</u> \$250.00 0.00	•					
N12 WHAS 09/12/23 09/18/23	WHAS11 NEWS @ 4P	4:00 PM-4:30 PM MI (4:00 PM-4:30 PM)	TWTF :30	2	\$180.00 P02	0.00 NM	2	\$360.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays MTWTFSpots/Week 2	Rate Rating \$180.00 0.00						
N13 WHAS 09/12/23 09/18/23	Local News @ 4p M-F CM WHAS11 NEWS @ 430P	4:30 PM-5:00 PM MI (4:30 PM-5:00 PM)	TWTF :30	3	\$180.00 P02	0.00 NM	3	\$540.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays MTWTFSpots/Week 3	<u>Rate</u> <u>Rating</u> \$180.00 0.00						
N14 WHAS 09/12/23 09/18/23	Local News @ 5p M-F CM WHAS11 NEWS @ 5p	5-530p MI	TWTF :30	2	\$350.00 P02	0.00 NM	2	\$700.00
Start Date         End Date           Week: 09/12/23         09/18/23	Weekdays MTWTFSpots/Week 2	<u>Rate</u> <u>Rating</u> \$350.00 0.00	)					
N15 WHAS 09/12/23 09/18/23	WHAS11 NEWS @ 530P		TWTF :30	3	\$400.00 P02	0.00 NM	3	\$1,200.00
Start Date         End Date           Week:         09/12/23         09/18/23	Weekdays         Spots/Week           MTWTF         3	Rate         Rating           \$400.00         0.00	)		<b>A</b> 4 <b>F</b> 0 <b>C C C C C C C C C C</b>	0.00	_	<b>A</b>
N16 WHAS 09/12/23 09/18/23	WHAS11 NEWS @ 6p		TWTF :30	2	\$450.00 P02	0.00 NM	2	\$900.00
Start DateEnd DateWeek:09/12/2309/18/23	Weekdays MTWTFSpots/Week 2	<u>Rate</u> <u>Rating</u> \$450.00 0.00	)		<b>A</b>			•••••
N17 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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Order / Rev:	2752402	Advertiser:	ISS/ Defending Bluegrass Values	
Alt Order #:	WOC14233242	Product Desc:	Issue	WHAS
Flight Dates:	09/12/23 - 09/18/23	Estimate:	12714	

Ln Ch	Start	End	Inventory Code		Start/End T	,	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			Local News @ 63 WHAS11 NEWS	•		S						
<u>Sta</u> Week: 09/	art Date /11/23	End Date 09/17/23	Weekdays	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
N18 WHAS	09/12/2	3 09/18/23	ET 7-730p ENTERTAINME	CM NT TONIGHT	7-730p	МГШГЕ	:30	2	\$500.00 P02	0.00 NM	2	\$1,000.00
<u>Sta</u> Week: 09/	art Date /12/23	End Date 09/18/23	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
N19 WHAS	09/12/2	3 09/18/23	Inside Ed 730-8p INSIDE EDITION		730-8p	- ТWГF	:30	3	\$500.00 P02	0.00 NM	3	\$1,500.00
Sta Week: 09/	art Date /12/23	End Date 09/18/23	<u>Weekdays</u> - TWIF	Spots/Week 3	<u>Rate</u> \$500.00	Rating 0.00						
N20 WHAS	09/12/2	3 09/13/23	Wed Prime A JUDGE STEVE I	CM HARVEY	8:00 PM-9:00	)PMW	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Week: 09/		End Date 09/17/23	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N21 WHAS	09/12/2	3 09/13/23	Wed Prime B WONDER YEAR	CM S/ABBOTT EL	9-10p .I	W	:30	1	\$875.00 P02	0.00 NM	1	\$875.00
Sta Week: 09/	art Date /11/23	End Date 09/17/23	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$875.00	Rating 0.00						
N22 WHAS		3 09/13/23	Wed Prime C THE \$100,000 P	CM YRAMID ENC	10-11p	W	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
<u>Sta</u> Week: 09/	art Date /11/23	End Date 09/17/23	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N23 WHAS	09/12/2	3 09/15/23	Fri Prime A SHARK TANK E	CM NC	8-9p	F	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
<u>Sta</u> Week: 09/	art Date	End Date 09/17/23	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
N24 WHAS			Sun Prime C CELEBRITY FAN	CM	9-10p	S	:30	1	\$900.00 P02	0.00 NM	1	\$900.00
<u>Sta</u> Week: 09/	art Date /11/23	End Date 09/17/23	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
N25 WHAS	09/12/2	3 09/18/23	LN (M-Su) WHAS11 NEWS	CM AT 11 M-F/SU	11-1135p J	MTWTF-S	:30	4	\$400.00 P02	0.00 NM	4	\$1,600.00
<u>Sta</u> Week: 09/	art Date /12/23	End Date 09/18/23	Weekdays MTWTF-S	Spots/Week 4	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
N26 WHAS	09/12/2	3 09/16/23	Local News @ 11 WHAS11 NEWS		11-1135p	S-	:30	1	\$300.00 P02	0.00 NM	1	\$300.00
Sta Week: 09/		End Date 09/17/23	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$300.00	<u>Rating</u> 0.00						
N27 WHAS	09/12/2	3 09/18/23	Jimmy Kimmel JIMMY KIMMEL	СМ	1135p-1237a	а - Т₩ГҒ	:30	3	\$120.00 P02	0.00 NM	3	\$360.00
Sta Week: 09/	art Date /12/23	End Date 09/18/23	<u>Weekdays</u> - TWTF	Spots/Week 3	<u>Rate</u> \$120.00	Rating 0.00						
N28 WHAS	09/12/2	3 09/16/23	Inside Ed 1135p- INSIDE EDITION		1135p-1205a	aS-	:30	1	\$160.00 P02	0.00 NM	1	\$160.00
Sta Week: 09/	art Date /11/23	End Date 09/17/23	Weekdays	Spots/Week 1	<u>Rate</u> \$160.00	Rating 0.00						
N29 WHAS	09/12/2	3 09/16/23	NCAA FB Daytim ABC COLLEGE	•	12-330p I	S-	:30	1	\$950.00 P02	0.00 NM	1	\$950.00
<u>Sta</u> Week: 09/	nt Date /11/23	End Date 09/17/23	Weekdays	Spots/Week 1	<u>Rate</u> \$950.00	Rating 0.00						
N30 WHAS	09/17/2	3 09/17/23	Good Morning Ar Good Morning Ar		8-9a	S	:30	1	\$200.00 P02	0.00 NM	1	\$200.00
Sta Week: 09/	art Date /11/23	End Date 09/17/23	Weekdays	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
N31 WHAS			NFL Mo Game NFL Mo Game	СМ	Various	M	:30	1	\$5,000.00 P02	0.00 NM	1	\$5,000.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 2752402				Advertiser:	ISS/ Defen	ding Bluegrass Va	alues	_		
Alt Order #:	WOC14233242		Product Desc:			WHAS				
light Dates:	09/12/23 - 09/1	18/23		Estimate:	12714					
Ln Ch S	tart End	Inventory Code	Break	Start/End 1	Гime Days	Len Spots	Rate F	Pri Rtg Type	Spots	Amount
Start D		<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$5,000.00	Rating 0.00					
Week: 09/18/2	23 09/24/23			. ,					-	