

# ORDER

**Orders**  
**Order / Rev:** 2752434  
**Alt Order #:** WOC14233246  
**Product Desc:** Issue  
**Estimate:** 12715  
**Flight Dates:** 09/19/23 - 09/25/23  
**Original Date / Rev:** 08/08/23 / 09/19/23  
**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   | 09/24/23 | 47      | \$18,205.00  | \$15,474.25 |
| 09/25/23   | 09/25/23 | 16      | \$8,560.00   | \$7,276.00  |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2023 | 47        | \$18,205.00        | \$15,474.25        | 0.00        |
| October 2023   | 16        | \$8,560.00         | \$7,276.00         | 0.00        |
| <b>Totals</b>  | <b>63</b> | <b>\$26,765.00</b> | <b>\$22,750.25</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%   | \$26,765.00  |
| Market | 100%  | \$223,041.67 |

**Competitive Share**

|       | Share | Total        |
|-------|-------|--------------|
| CABLE | 0%    | \$0.00       |
| 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       |

| Ln  | Ch   | Start             | End             | Inventory Code                  | Break | Start/End Time                       | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|-----|------|-------------------|-----------------|---------------------------------|-------|--------------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | WHAS | 09/19/23          | 09/25/23        | Local News @ 6a M-F<br>GMK @ 6A | CM    | 6:00 AM-6:30 AM<br>(6:00 AM-6:30 AM) | MTWTF-- | :30 | 2     | \$300.00    | P02 | 0.00          | NM   | 2     | \$600.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |       | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |

Order / Rev: 2752434  
 Alt Order #: WOC14233246  
 Flight Dates: 09/19/23 - 09/25/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12715  
**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: 09/19/23    | 09/25/23        | MTWTF--   |       | 2  |          |     |       | \$300.00    |     | 0.00          |      |       |            |
| N 2  | WHAS | 09/19/23          | 09/25/23        | Local News @ 6a M-F<br>GMK @ 630A               | CM    | 6:30 AM-7:00 AM<br>(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: 09/19/23    | 09/25/23        | MTWTF--   |       | 3  |          |     |       | \$300.00    |     | 0.00          |      |       |            |
| N 3  | WHAS | 09/19/23          | 09/25/23        | Good Morning America<br>GOOD MORNING AMERICA 7A | CM    | 7:00 AM-8:00 AM<br>(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: 09/19/23    | 09/25/23        | MTWTF--   |       | 5  |          |     |       | \$325.00    |     | 0.00          |      |       |            |
| N 4  | WHAS | 09/19/23          | 09/25/23        | Good Morning America<br>GOOD MORNING AMERICA 8A | CM    | 8:00 AM-9:00 AM<br>(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: 09/19/23    | 09/25/23        | MTWTF--   |       | 5  |          |     |       | \$325.00    |     | 0.00          |      |       |            |
| N 5  | WHAS | 09/19/23          | 09/23/23        | Good Morning America<br>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: 09/18/23    | 09/24/23        | -----S-   |       | 1  |          |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 7  | WHAS | 09/19/23          | 09/24/23        | This Week Su<br>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: 09/18/23    | 09/24/23        | -----S  |       | 1  |          |     |       | \$350.00    |     | 0.00          |      |       |            |
| N 8  | WHAS | 09/19/23          | 09/25/23        | Local News @ 12p M-F<br>WHAS11 NEWS AT NOON     | CM    | 12:00 PM-12:30 PM<br>(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: 09/19/23    | 09/25/23        | MTWTF--   |       | 2  |          |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 9  | WHAS | 09/19/23          | 09/25/23        | Local News @ 12p M-F<br>WHAS11 NEWS AT 1230P    | CM    | 12:30 PM-1:00 PM<br>(12:30 PM-1:00 PM)   | PMTWTF-- | :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: 09/19/23    | 09/25/23        | MTWTF--   |       | 3  |          |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 10 | WHAS | 09/19/23          | 09/25/23        | GMA3<br>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: 09/19/23    | 09/25/23        | MTWTF--   |       | 3  |          |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 11 | WHAS | 09/19/23          | 09/25/23        | General Hospital<br>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: 09/19/23    | 09/25/23        | MTWTF--   |       | 3  |          |     |       | \$250.00    |     | 0.00          |      |       |            |
| N 12 | WHAS | 09/19/23          | 09/25/23        | Local News @ 4p M-F<br>WHAS11 NEWS @ 4P         | CM    | 4:00 PM-4:30 PM<br>(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: 09/19/23    | 09/25/23        | MTWTF--   |       | 2  |          |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 13 | WHAS | 09/19/23          | 09/25/23        | Local News @ 4p M-F<br>WHAS11 NEWS @ 430P       | CM    | 4:30 PM-5:00 PM<br>(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: 09/19/23    | 09/25/23        | MTWTF--   |       | 3  |          |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 14 | WHAS | 09/19/23          | 09/25/23        | Local News @ 5p M-F<br>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: 09/19/23    | 09/25/23        | MTWTF--   |       | 2  |          |     |       | \$350.00    |     | 0.00          |      |       |            |
| N 15 | WHAS | 09/19/23          | 09/25/23        | Local News @ 530p M-F<br>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: 09/19/23    | 09/25/23        | MTWTF--   |       | 3  |          |     |       | \$400.00    |     | 0.00          |      |       |            |
| N 16 | WHAS | 09/19/23          | 09/25/23        | Local News @ 6p M-F<br>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: 09/19/23    | 09/25/23        | MTWTF--   |       | 2  |          |     |       | \$450.00    |     | 0.00          |      |       |            |
| N 17 | WHAS | 09/19/23          | 09/24/23        |   | CM    | 630-7p                                   |          | :30 | 1     | \$500.00    | P02 | 0.00          | NM   | 1     | \$500.00   |

Order / Rev: 2752434  
 Alt Order #: WOC14233246  
 Flight Dates: 09/19/23 - 09/25/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12715  
**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          |               |       |                       |     |               |             |       |            |
|                               |           |                   |                    | 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:                         |           | 09/18/23          | 09/24/23           | -----S                    |       | 1                     |                 |               |       | \$500.00              |     | 0.00          |             |       |            |
| N 18                          | WHAS      | 09/19/23          | 09/25/23           | ET 7-730p                 | CM    | 7-730p                | MTWTF--         | :30           | 2     | \$500.00              | P02 | 0.00          | NM          | 1     | \$500.00   |
|                               |           |                   |                    | ENTERTAINMENT TONIGHT     |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>           |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/19/23          | 09/25/23           | MTWTF--                   |       | 2                     |                 |               |       | \$500.00              |     | 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> |       |            |
| 2                             | WHAS      | 09/19/23-09/25/23 | ET 7-730p          |                           |       | 7-730p                | MTWThF----      | :30           |       | <del>(\$500.00)</del> |     | 0.00          | NM          |       |            |
| See MG 27.6,27.7,27.8,27.9    |           |                   |                    |                           |       |                       |                 |               |       |                       |     |               |             |       |            |
| [Program Change-NFL Game-msw] |           |                   |                    |                           |       |                       |                 |               |       |                       |     |               |             |       |            |
| N 19                          | WHAS      | 09/19/23          | 09/25/23           | Inside Ed 730-8p          | CM    | 730-8p                | MTWTF--         | :30           | 3     | \$500.00              | P02 | 0.00          | NM          | 2     | \$1,000.00 |
|                               |           |                   |                    | INSIDE EDITION            |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>           |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/19/23          | 09/25/23           | MTWTF--                   |       | 3                     |                 |               |       | \$500.00              |     | 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> |       |            |
| 2                             | WHAS      | 09/19/23-09/25/23 | Inside Ed 730-8p   |                           |       | 730-8p                | MTWThF----      | :30           |       | <del>(\$500.00)</del> |     | 0.00          | NM          |       |            |
| See MG 27.6,27.7,27.8,27.9    |           |                   |                    |                           |       |                       |                 |               |       |                       |     |               |             |       |            |
| [Program Change-NFL Game-msw] |           |                   |                    |                           |       |                       |                 |               |       |                       |     |               |             |       |            |
| N 20                          | WHAS      | 09/19/23          | 09/20/23           | Wed Prime A               | CM    | 8-9p                  | --W----         | :30           | 1     | \$750.00              | P02 | 0.00          | NM          | 1     | \$750.00   |
|                               |           |                   |                    | JUDGE STEVE HARVEY        |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <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           | --W----                   |       | 1                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
| N 21                          | WHAS      | 09/19/23          | 09/20/23           | Wed Prime B               | CM    | 9-10p                 | --W----         | :30           | 1     | \$875.00              | P02 | 0.00          | NM          | 1     | \$875.00   |
|                               |           |                   |                    | WONDER YEARS/ABBOTT ELI   |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <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           | --W----                   |       | 1                     |                 |               |       | \$875.00              |     | 0.00          |             |       |            |
| N 22                          | WHAS      | 09/19/23          | 09/20/23           | Wed Prime C               | CM    | 10-11p                | --W----         | :30           | 1     | \$750.00              | P02 | 0.00          | NM          | 1     | \$750.00   |
|                               |           |                   |                    | THE \$100,000 PYRAMID ENC |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <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           | --W----                   |       | 1                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
| N 23                          | WHAS      | 09/19/23          | 09/22/23           | Fri Prime A               | CM    | 8-9p                  | ----F--         | :30           | 1     | \$750.00              | P02 | 0.00          | NM          | 1     | \$750.00   |
|                               |           |                   |                    | SHARK TANK ENC            |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <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           | ----F--                   |       | 1                     |                 |               |       | \$750.00              |     | 0.00          |             |       |            |
| N 24                          | WHAS      | 09/19/23          | 09/24/23           | Sun Prime C               | CM    | 9-10p                 | -----S          | :30           | 1     | \$900.00              | P02 | 0.00          | NM          | 1     | \$900.00   |
|                               |           |                   |                    | CELEBRITY FAMILY FEUD     |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <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           | -----S                    |       | 1                     |                 |               |       | \$900.00              |     | 0.00          |             |       |            |
| N 25                          | WHAS      | 09/19/23          | 09/25/23           | LN (M-Su)                 | CM    | 11-1135p              | MTWTF-S         | :30           | 4     | \$400.00              | P02 | 0.00          | NM          | 4     | \$1,600.00 |
|                               |           |                   |                    | WHAS11 NEWS AT 11 M-F/SU  |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>           |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/19/23          | 09/25/23           | MTWTF-S                   |       | 4                     |                 |               |       | \$400.00              |     | 0.00          |             |       |            |
| N 26                          | WHAS      | 09/19/23          | 09/23/23           | Local News @ 11p Sa       | CM    | 11-1135p              | -----S-         | :30           | 1     | \$300.00              | P02 | 0.00          | NM          | 1     | \$300.00   |
|                               |           |                   |                    | WHAS11 NEWS AT 11 SAT     |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <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           | -----S-                   |       | 1                     |                 |               |       | \$300.00              |     | 0.00          |             |       |            |
| N 27                          | WHAS      | 09/19/23          | 09/25/23           | Jimmy Kimmel              | CM    | 1135p-1237a           | MTWTF--         | :30           | 3     | \$120.00              | P02 | 0.00          | NM          | 5     | \$1,360.00 |
|                               |           |                   |                    | JIMMY KIMMEL              |       |                       |                 |               |       |                       |     |               |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>           |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |            |
| Week:                         |           | 09/19/23          | 09/25/23           | MTWTF--                   |       | 3                     |                 |               |       | \$120.00              |     | 0.00          |             |       |            |

Order / Rev: 2752434  
 Alt Order #: WOC14233246  
 Flight Dates: 09/19/23 - 09/25/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12715  
**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:       |           | 09/19/23   | 09/25/23        | MTWTF--               |         |                       |         |     | 3                 | \$120.00      |                       | 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> |       |             |
| 2           | WHAS      | 09/19/23-09/25/23  |                 | Jimmy Kimmel          |         | 1135p-1237a           |         |     | MTWThF----        | :30           | <del>(\$120.00)</del> | 0.00          | NM          |       |             |
|             |           | See MG 27.4,27.5   |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 3           | WHAS      | 09/19/23-09/25/23  |                 | Jimmy Kimmel          |         | 1135p-1237a           |         |     | MTWThF----        | :30           | <del>(\$120.00)</del> | 0.00          | NM          |       |             |
|             |           | See MG 27.4,27.5   |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 4           | WHAS      | 09/19/23-09/25/23  |                 | Jimmy Kimmel DB       | Various |                       |         |     | M-----            | :30           | <del>(\$120.00)</del> | 0.00          | NM          |       |             |
|             |           | Ⓜ See MG 27.6,27.7,27.8,27.9                                 |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
|             |           | [Input Error-incorrcrt inv code JK airs at regular time-msw] |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 5           | WHAS      | 09/19/23-09/25/23  |                 | Jimmy Kimmel DB       | Various |                       |         |     | M-----            | :30           | <del>(\$120.00)</del> | 0.00          | NM          |       |             |
|             |           | Ⓜ See MG 27.6,27.7,27.8,27.9                                 |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
|             |           | [Input Error-incorrcrt inv code JK airs at regular time-msw] |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 6           | WHAS      | 09/25/23-09/25/23  |                 | Jimmy Kimmel          |         | 1135p-1237a           |         |     | M-----            | :30           | \$120.00              | 0.00          | NM          |       |             |
|             |           | Ⓜ MG for 18.2,19.2,27.4,27.5                                 |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 7           | WHAS      | 09/25/23-09/25/23  |                 | Jimmy Kimmel          |         | 1135p-1237a           |         |     | M-----            | :30           | \$120.00              | 0.00          | NM          |       |             |
|             |           | Ⓜ MG for 18.2,19.2,27.4,27.5                                 |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 8           | WHAS      | 09/20/23-09/24/23  |                 | Inside Ed 730-8p      |         | 730-8p                |         |     | --WThF----        | :30           | \$500.00              | 0.00          | NM          |       |             |
|             |           | Ⓜ MG for 18.2,19.2,27.4,27.5                                 |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| 9           | WHAS      | 09/20/23-09/24/23  |                 | ET 7-730p             |         | 7-730p                |         |     | --WThF----        | :30           | \$500.00              | 0.00          | NM          |       |             |
|             |           | Ⓜ MG for 18.2,19.2,27.4,27.5                                 |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
| N28         | WHAS      | 09/19/23   | 09/23/23        | Inside Ed 1135p-1205a | SM      | 1135p-1205a           | -----S- | :30 | 1                 | \$160.00      | P02                   | 0.00          | NM          | 1     | \$160.00    |
|             |           | INSIDE EDITION   |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
|             |           | <u>Start Date</u>  | <u>End Date</u> | <u>Weekdays</u>       |         |                       |         |     | <u>Spots/Week</u> | <u>Rate</u>   |                       | <u>Rating</u> |             |       |             |
| Week:       |           | 09/18/23   | 09/24/23        | -----S-               |         |                       |         |     | 1                 | \$160.00      |                       | 0.00          |             |       |             |
| N29         | WHAS      | 09/19/23   | 09/23/23        | NCAA FB Daytime Early | GM      | 12-330p               | -----S- | :30 | 1                 | \$950.00      | P02                   | 0.00          | NM          | 1     | \$950.00    |
|             |           | ABC COLLEGE FOOTBALL 12f                                     |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
|             |           | <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        | -----S-               |         |                       |         |     | 1                 | \$950.00      |                       | 0.00          |             |       |             |
| N30         | WHAS      | 09/25/23   | 09/25/23        | NFL Mo Game           | CM      | Various               | M-----  | :30 | 1                 | \$5,000.00    | P02                   | 0.00          | NM          | 1     | \$5,000.00  |
|             |           | NFL Mo Game  |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
|             |           | <u>Start Date</u>  | <u>End Date</u> | <u>Weekdays</u>       |         |                       |         |     | <u>Spots/Week</u> | <u>Rate</u>   |                       | <u>Rating</u> |             |       |             |
| Week:       |           | 09/25/23   | 10/01/23        | M-----                |         |                       |         |     | 1                 | \$5,000.00    |                       | 0.00          |             |       |             |
| N31         | WHAS      | 09/24/23   | 09/24/23        | Good Morning America  | SM      | 8-9a                  | -----S  | :30 | 1                 | \$200.00      | P02                   | 0.00          | NM          | 1     | \$200.00    |
|             |           | Good Morning America Su                                      |                 |                       |         |                       |         |     |                   |               |                       |               |             |       |             |
|             |           | <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        | -----S                |         |                       |         |     | 1                 | \$200.00      |                       | 0.00          |             |       |             |
|             |           |  |                 |                       |         |                       |         |     |                   |               |                       |               | Totals      | 63    | \$26,765.00 |