

# ORDER

**Orders**  
**Order / Rev:** 2752397  
**Alt Order #:** WOC14233238  
**Product Desc:** Issue  
**Estimate:** 12713  
**Flight Dates:** 09/05/23 - 09/11/23  
**Original Date / Rev:** 08/08/23 / 09/07/23  
**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   | 09/11/23 | 63      | \$26,765.00  | \$22,750.25 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2023 | 63        | \$26,765.00        | \$22,750.25        | 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 | 09/05/23          | 09/11/23        | 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> |      |       |          |
|     |      | Week: 09/05/23    | 09/11/23        | MTWTF--                         |       | 2                                    |         |     |       | \$300.00    |     | 0.00          |      |       |          |

Order / Rev: 2752397  
 Alt Order #: WOC14233238  
 Flight Dates: 09/05/23 - 09/11/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12713  
**WHAS**

| Ln   | Ch   | Start             | End             | Inventory Code                                  | Break | Start/End Time                           | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------|------|-------------------|-----------------|---|-------|--|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 2  | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 2  |         |     |       | \$300.00    |     | 0.00          |      |       |            |
| N 3  | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 3  |         |     |       | \$300.00    |     | 0.00          |      |       |            |
| N 4  | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 5  |         |     |       | \$325.00    |     | 0.00          |      |       |            |
| N 5  | WHAS | 09/05/23          | 09/09/23        | 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: 09/04/23    | 09/10/23        | -----S-   |       | 1  |         |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 7  | WHAS | 09/05/23          | 09/10/23        | 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: 09/04/23    | 09/10/23        | -----S  |       | 1  |         |     |       | \$350.00    |     | 0.00          |      |       |            |
| N 8  | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 2  |         |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 9  | WHAS | 09/05/23          | 09/11/23        | Local News @ 12p M-F<br>WHAS11 NEWS AT 1230P    | CM    | 12:30 PM-1:00 PM<br>(12:30 PM-1:00 PM)   | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 3  |         |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 10 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 3  |         |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 11 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 3  |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| N 12 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 2  |         |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 13 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 3  |         |     |       | \$180.00    |     | 0.00          |      |       |            |
| N 14 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 2  |         |     |       | \$350.00    |     | 0.00          |      |       |            |
| N 15 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 3  |         |     |       | \$400.00    |     | 0.00          |      |       |            |
| N 16 | WHAS | 09/05/23          | 09/11/23        | 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: 09/05/23    | 09/11/23        | MTWTF--   |       | 2  |         |     |       | \$450.00    |     | 0.00          |      |       |            |
| N 17 | WHAS | 09/05/23          | 09/10/23        |   | CM    | 630-7p                                   |         | :30 | 1     | \$500.00    | P02 | 0.00          | NM   | 1     | \$500.00   |

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 Flight Dates: 09/05/23 - 09/11/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12713  
**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:       |           | 09/04/23          | 09/10/23                | -----S                           |         | 1                     |                 |               | \$500.00              |          |            | 0.00          |      |       |            |
| N18         | WHAS      | 09/05/23          | 09/11/23                | ET 7-730p                        | CM      | 7-730p                | MTWTF--         | :30           | 2                     | \$500.00 | P02        | 0.00          | NM   | 2     | \$1,000.00 |
|             |           |                   |                         | ENTERTAINMENT TONIGHT            |         |                       |                 |               |                       |          |            |               |      |       |            |
|             |           | <u>Start Date</u> | <u>End Date</u>         | <u>Weekdays</u>                  |         | <u>Spots/Week</u>     |                 |               | <u>Rate</u>           |          |            | <u>Rating</u> |      |       |            |
| Week:       |           | 09/05/23          | 09/11/23                | MTWTF--                          |         | 2                     |                 |               | \$500.00              |          |            | 0.00          |      |       |            |
| N19         | WHAS      | 09/05/23          | 09/11/23                | Inside Ed 730-8p                 | CM      | 730-8p                | -TWTF--         | :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:       |           | 09/05/23          | 09/11/23                | -TWTF--                          |         | 3                     |                 |               | \$500.00              |          |            | 0.00          |      |       |            |
| N20         | WHAS      | 09/05/23          | 09/06/23                | Wed Prime A                      | CM      |                       | --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:       |           | 09/04/23          | 09/10/23                | --W----                          |         | 1                     |                 |               | \$750.00              |          |            | 0.00          |      |       |            |
| N21         | WHAS      | 09/05/23          | 09/06/23                | 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:       |           | 09/04/23          | 09/10/23                | --W----                          |         | 1                     |                 |               | \$875.00              |          |            | 0.00          |      |       |            |
| N22         | WHAS      | 09/05/23          | 09/06/23                | 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:       |           | 09/04/23          | 09/10/23                | --W----                          |         | 1                     |                 |               | \$750.00              |          |            | 0.00          |      |       |            |
| N23         | WHAS      | 09/05/23          | 09/08/23                | 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:       |           | 09/04/23          | 09/10/23                | ----F--                          |         | 1                     |                 |               | \$750.00              |          |            | 0.00          |      |       |            |
| N24         | WHAS      | 09/05/23          | 09/10/23                | 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:       |           | 09/04/23          | 09/10/23                | -----S                           |         | 1                     |                 |               | \$900.00              |          |            | 0.00          |      |       |            |
| N25         | WHAS      | 09/05/23          | 09/11/23                | 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:       |           | 09/05/23          | 09/11/23                | MTWTF-S                          |         | 4                     |                 |               | \$400.00              |          |            | 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>   |      |       |            |
| 4           | WHAS      | 09/05/23-09/11/23 | LN (M-Su)               |                                  |         | 11-1135p              | MTWThF--Su      | :30           | <del>(\$400.00)</del> |          | 0.00       | NM            |      |       |            |
|             |           |                   |                         | See MG 25.5                      |         |                       |                 |               |                       |          |            |               |      |       |            |
|             |           |                   |                         | [Program Change-11p News DB-msw] |         |                       |                 |               |                       |          |            |               |      |       |            |
| 5           | WHAS      | 09/11/23-09/11/23 | Local News @ 11p M-F DB |                                  | Various |                       | M-----          | :30           | \$400.00              |          | 0.00       | NM            |      |       |            |
|             |           |                   |                         | MG for 25.4 09/11                |         |                       |                 |               |                       |          |            |               |      |       |            |
| N26         | WHAS      | 09/05/23          | 09/09/23                | 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:       |           | 09/04/23          | 09/10/23                | -----S-                          |         | 1                     |                 |               | \$300.00              |          |            | 0.00          |      |       |            |
| N27         | WHAS      | 09/05/23          | 09/11/23                | Jimmy Kimmel                     | CM      | 1135p-1237a           | MTWTF--         | :30           | 3                     | \$120.00 | P02        | 0.00          | NM   | 3     | \$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:       |           | 09/05/23          | 09/11/23                | MTWTF--                          |         | 3                     |                 |               | \$120.00              |          |            | 0.00          |      |       |            |
| N28         | WHAS      | 09/05/23          | 09/09/23                | Inside Ed 1135p-1205a            | CM      | 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:       |           | 09/04/23          | 09/10/23                | -----S-                          |         | 1                     |                 |               | \$160.00              |          |            | 0.00          |      |       |            |
| N29         | WHAS      | 09/05/23          | 09/09/23                | NCAA FB Daytime Early            | GM      | 12:00 PM-3:30 PM      | -----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:       |           | 09/04/23          | 09/10/23                | -----S-                          |         | 1                     |                 |               | \$950.00              |          |            | 0.00          |      |       |            |
| N30         | WHAS      | 09/10/23          | 09/10/23                |                                  | CM      | 8-9a                  | -----S          | :30           | 1                     | \$200.00 | P02        | 0.00          | NM   | 1     | \$200.00   |

Order / Rev: 2752397  
 Alt Order #: WOC14233238  
 Flight Dates: 09/05/23 - 09/11/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12713

WHAS

| Ln    | Ch   | Start             | End             | Inventory Code          | Break | Start/End Time    | Days   | Len | Spots | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|-------|------|-------------------|-----------------|-------------------------|-------|-------------------|--------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
|       |      |                   |                 | Good Morning America St |       |                   |        |     |       |             |     |               |        |       |             |
|       |      |                   |                 | 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: |      | 09/04/23          | 09/10/23        | -----S                  |       | 1                 |        |     |       | \$200.00    |     | 0.00          |        |       |             |
| N31   | WHAS | 09/11/23          | 09/11/23        | 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: |      | 09/11/23          | 09/17/23        | M-----                  |       | 1                 |        |     |       | \$5,000.00  |     | 0.00          |        |       |             |
|       |      |                   |                 |                         |       |                   |        |     |       |             |     |               | Totals | 63    | \$26,765.00 |