

# DUPLICATE INVOICE



**WHAS**  
**520 W. Chestnut St.**  
**Louisville, KY 40202**  
**Main: (502)582-7711**  
**Billing:**

Property	WHAS		
Invoice #	2752397-1	Order #	2752397
Invoice Date	09/17/23	Alt Order #	WOC14233238
Invoice Month	September 2023	Deal #	
Invoice Period	08/28/23 - 09/11/23	Flight Dates	09/05/23 - 09/11/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12713		
Account Executive	Taylor Fritsch		
Sales Office	TEGNA Sales Washington DC		
Sales Region	National		
Agency Code	9913721		
Advertiser Code	734		
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	2086AG		
Advertiser Ref	M217166		
Product 1	783		
Product 2			

Billing Address:

**Great American Media/ POL**  
**Attention: Accounts Payable**  
**3050 K Street NW**  
**Washington, DC 20007**

Send Payment To:

**WHAS**  
**P.O. Box 637386**  
**Cincinnati, OH 45263-7386**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																									
1	09/05/23	09/11/23	GMK @ 6A	6:00 AM-6:30 AM	MTWTF--	:30	2	\$300.00	NM																																																																																									
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You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

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# DUPLICATE INVOICE



Send Payment To:

**WHAS**  
**P.O. Box 637386**  
**Cincinnati, OH 45263-7386**

Invoice #	2752397-1	Invoice Month	September 2023
Invoice Date	09/17/23	Invoice Period	08/28/23 - 09/11/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12713		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
GOOD MORNING AMER ICA 8A										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	09/05/23	09/11/23	MTWTF--	5	\$325.00					
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
4	WHAS	Tu	09/05/23	8:29 AM	GOOD MORNING AMERICA 8A	8:00 AM-9:00 AM	:30	DBV234000H	\$325.00	NM
1	WHAS	W	09/06/23	8:38 AM	GOOD MORNING AMERICA 8A	8:00 AM-9:00 AM	:30	DBV234000H	\$325.00	NM
2	WHAS	W	09/06/23	8:59 AM	GOOD MORNING AMERICA 8A	8:00 AM-9:00 AM	:30	DBV234000H	\$325.00	NM
3	WHAS	F	09/08/23	8:35 AM	GOOD MORNING AMERICA 8A	8:00 AM-9:00 AM	:30	DBV235000H	\$325.00	NM
5	WHAS	M	09/11/23	8:43 AM	GOOD MORNING AMERICA 8A	8:00 AM-9:00 AM	:30	DBV235000H	\$325.00	NM
5	09/05/23	09/09/23	GOOD MORNING AMER 7-9a ICA		-----S-	:30	1	\$180.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	09/04/23	09/10/23	-----S-	1	\$180.00					
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1	WHAS	Sa	09/09/23	8:09 AM	GOOD MORNING AMERICA	7-9a	:30	DBV235000H	\$180.00	NM
7	09/05/23	09/10/23	THIS WEEK	9-10a	-----S	:30	1	\$350.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	09/04/23	09/10/23	-----S	1	\$350.00					
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1	WHAS	Su	09/10/23	10:00 AM	THIS WEEK	9-10a	:30	DBV235000H	\$350.00	NM
8	09/05/23	09/11/23	WHAS11 NEWS AT NO ON	12:00 PM-12:30 PM	MTWTF--	:30	2	\$180.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
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1	WHAS	W	09/06/23	12:09 PM	WHAS11 NEWS AT NOON	12:00 PM-12:30 PM	:30	DBV234000H	\$180.00	NM
2	WHAS	M	09/11/23	12:22 PM	WHAS11 NEWS AT NOON	12:00 PM-12:30 PM	:30	DBV234000H	\$180.00	NM
9	09/05/23	09/11/23	WHAS11 NEWS AT 123 OP	12:30 PM-1:00 PM	MTWTF--	:30	3	\$180.00	NM	
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1	WHAS	Tu	09/05/23	12:56 PM	WHAS11 NEWS AT 1230P	12:30 PM-1:00 PM	:30	DBV234000H	\$180.00	NM
3	WHAS	W	09/06/23	12:43 PM	WHAS11 NEWS AT 1230P	12:30 PM-1:00 PM	:30	DBV234000H	\$180.00	NM
2	WHAS	M	09/11/23	12:55 PM	WHAS11 NEWS AT 1230P	12:30 PM-1:00 PM	:30	DBV235000H	\$180.00	NM
10	09/05/23	09/11/23	GMA3	1-2p	MTWTF--	:30	3	\$180.00	NM	
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3	WHAS	W	09/06/23	12:59 PM	GMA3	1-2p	:30	DBV234000H	\$180.00	NM
2	WHAS	F	09/08/23	12:59 PM	GMA3	1-2p	:30	DBV235000H	\$180.00	NM

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11	09/05/23	09/11/23	GENERAL HOSPITAL	2-3p	MTWTF--	:30	3	\$250.00	NM																																																								
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12	09/05/23	09/11/23	WHAS11 NEWS @ 4P	4:00 PM-4:30 PM	MTWTF--	:30	2	\$180.00	NM																																																								
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16	09/05/23	09/11/23	WHAS11 NEWS @ 6p	6-630p	MTWTF--	:30	2	\$450.00	NM																																																								

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

# DUPLICATE INVOICE



Send Payment To:

**WHAS**  
**P.O. Box 637386**  
**Cincinnati, OH 45263-7386**

Invoice #	2752397-1	Invoice Month	September 2023
Invoice Date	09/17/23	Invoice Period	08/28/23 - 09/11/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12713		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
17	09/05/23	09/10/23	WHAS11 NEWS SUNDA	630-7p	-----S	:30	1	\$500.00	NM																																												
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18	09/05/23	09/11/23	ENTERTAINMENT TONI	7-730p	MTWTF--	:30	2	\$500.00	NM																																												
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19	09/05/23	09/11/23	INSIDE EDITION	730-8p	-TWTF--	:30	3	\$500.00	NM																																												
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Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

# DUPLICATE INVOICE



Send Payment To:

**WHAS**  
**P.O. Box 637386**  
**Cincinnati, OH 45263-7386**

Invoice #	2752397-1	Invoice Month	September 2023
Invoice Date	09/17/23	Invoice Period	08/28/23 - 09/11/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12713		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																														
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																																													
1	WHAS	Sa	09/09/23	11:37 PM	WHAS11 NEWS AT 11 SAT	11-1135p	:30	DBV234000H	\$300.00	NM																																																																																																													
27	09/05/23	09/11/23	JIMMY KIMMEL	1135p-1237a	MTWTF--	:30	3	\$120.00	NM																																																																																																														
<table border="0" style="width: 100%;"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="5"></td> </tr> <tr> <td></td> <td>09/05/23</td> <td>09/11/23</td> <td>MTWTF--</td> <td>3</td> <td>\$120.00</td> <td colspan="5"></td> </tr> <tr> <td>Spots: #</td> <td>Ch</td> <td>Day</td> <td>Air Date</td> <td>Air Time</td> <td>Description</td> <td>Start/End Time</td> <td>Length</td> <td>Ad-ID</td> <td>Rate</td> <td>Type</td> </tr> <tr> <td>1</td> <td>WHAS</td> <td>Tu</td> <td>09/05/23</td> <td>12:04 AM</td> <td>JIMMY KIMMEL</td> <td>1135p-1237a</td> <td>:30</td> <td>DBV234000H</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WHAS</td> <td>W</td> <td>09/06/23</td> <td>12:32 AM</td> <td>JIMMY KIMMEL</td> <td>1135p-1237a</td> <td>:30</td> <td>DBV234000H</td> <td>\$120.00</td> <td>NM</td> </tr> <tr> <td>2</td> <td>WHAS</td> <td>Th</td> <td>09/07/23</td> <td>12:02 AM</td> <td>JIMMY KIMMEL</td> <td>1135p-1237a</td> <td>:30</td> <td>DBV234000H</td> <td>\$120.00</td> <td>NM</td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>							09/05/23	09/11/23	MTWTF--	3	\$120.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WHAS	Tu	09/05/23	12:04 AM	JIMMY KIMMEL	1135p-1237a	:30	DBV234000H	\$120.00	NM	3	WHAS	W	09/06/23	12:32 AM	JIMMY KIMMEL	1135p-1237a	:30	DBV234000H	\$120.00	NM	2	WHAS	Th	09/07/23	12:02 AM	JIMMY KIMMEL	1135p-1237a	:30	DBV234000H	\$120.00	NM																																												
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28	09/05/23	09/09/23	INSIDE EDITION	1135p-1205a	-----S-	:30	1	\$160.00	NM																																																																																																														

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

# DUPLICATE INVOICE



Send Payment To:  
**WHAS**  
**P.O. Box 637386**  
**Cincinnati, OH 45263-7386**

Invoice #	2752397-1	Invoice Month	September 2023
Invoice Date	09/17/23	Invoice Period	08/28/23 - 09/11/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12713		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	09/05/23	09/09/23	INSIDE EDITION	1135p-1205a	-----S-	:30	1	\$160.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/23 09/10/23 -----S- 1 \$160.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Sa 09/09/23 12:04 AM INSIDE EDITION 1135p-1205a :30 DBV235000H \$160.00 NM									
29	09/05/23	09/09/23	ABC COLLEGE FOOTB ALL 12P	12:00 PM-3:30 PM	-----S-	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/23 09/10/23 -----S- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Sa 09/09/23 12:06 PM ABC COLLEGE FOOTBALL 12P 12:00 PM-3:30 PM :30 DBV235000H \$950.00 NM									
30	09/10/23	09/10/23	Good Morning America S 8-9a u		-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/23 09/10/23 -----S 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Su 09/10/23 8:55 AM Good Morning America Su 8-9a :30 DBV234000H \$200.00 NM									
31	09/11/23	09/11/23	NFL Mo Game	Various	M-----	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/23 09/17/23 M----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS M 09/11/23 10:43 PM NFL Mo Game Various :30 DBV235000H \$5,000.00 NM									

Total Spots                    **63**

**Include Invoice # on Check - Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$26,765.00</b>
<u>Agency Commission</u>	<b>\$4,014.75</b>
<u>Net Amount Due</u>	<b>\$22,750.25</b>

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