

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

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

WHAS W 09/13/23

WHAS Th 09/14/23

WHAS F 09/15/23

WHAS M 09/18/23

Property	WHAS		
Invoice #		Order #	2752402
Invoice Date		Alt Order #	WOC14233242
Invoice Month	September 2023	Deal #	
Invoice Period	08/28/23 - 09/18/23	Flight Dates	09/12/23 - 09/18/23
Advertiser	ISS/ Defending Blue	grass Values	
Product	Issue		
Estimate #	12714		

Γ	Account Executive	Taylor Fritsch
l	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	

	n	

:30 DBV235000H

:30 DBV235000H

:30 DBV235000H

:30 DBV235000H

\$325.00 NM

\$325.00 NM

\$325.00 NM

\$325.00 NM

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
1 09/12/23	09/18/23	GMK @ 6A	6:00 AM-6:30 AM	МГWГF	:30	2	\$300.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS MTWTF	Spots/Week 2	Rate \$300.00					
Spots: # Ch	Day Air	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
2 WH	HAS W 09	/13/23 6:20 AM GMK @	2 6A	6:00 AM-6:30 AN	и <u></u>	O DBV235000H			\$300.00 NM
1 WH	HAS M 09	/18/23 6:20 AM GMK @	2 6A	6:00 AM-6:30 AN	M :3	O DBV235000H			\$300.00 NM
2 09/12/23	09/18/23	GMK @ 630A	6:30 AM-7:00 AM	МГWГF	:30	3	\$300.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS MTWTF	Spots/Week 3	Rate \$300.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
1		/13/23 6:53 AM GMK @		6:30 AM-7:00 AN		O DBV235000H			\$300.00 NM
2 WH	HAS Th 09	/14/23 6:30 AM GMK @	2 630A	6:30 AM-7:00 AN		O DBV235000H			\$300.00 NM
3 WH	HAS M 09	/18/23 6:39 AM GMK @	2 630A	6:30 AM-7:00 AN	И :3	O DBV235000H			\$300.00 NM
3 09/12/23	09/18/23	GOOD MORNING AME ICA 7A	ER 7:00 AM-8:00 AM	МГWГF	:30	5	\$325.00	NM	
Weeks:	Start Date 09/12/23	End Date MΓWΓFSS 09/18/23 ΜΓWΓF	Spots/Week 5	<u>Rate</u> \$325.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descrip	<u>otion</u>	Start/End Time		h <u>Ad-ID</u>			Rate Type
1	HAS Tu 09	/12/23 7:59 AM GOOD	MORNING AMERICA	7A 7:00 AM-8:00 AN		O DBV235000H			\$325.00 NM
			MORNING AMERICA			O DBV235000H			\$325.00 NM
-	HAS Th 09		MORNING AMERICA			O DBV235000H			\$325.00 NM
· -			MORNING AMERICA			O DBV235000H			\$325.00 NM
2 WH	HAS M 09	/18/23 7:58 AM GOOD	MORNING AMERICA	7A 7:00 AM-8:00 AN	M :3	O DBV235000H			\$325.00 NM
4 09/12/23	09/18/23	GOOD MORNING AME ICA 8A	ER 8:00 AM-9:00 AM	МГЖГБ	:30	5	\$325.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS MTWTF	Spots/Week 5	<u>Rate</u> \$325.00					
Spots: # Ch			•	Start/End Time	Lenat	h Ad-ID			Rate Type
; ·	HAS Tu 09		MORNING AMERICA			O DBV235000H			\$325.00 NM

8:53 AM GOOD MORNING AMERICA 8A 8:00 AM-9:00 AM

8:54 AM GOOD MORNING AMERICA 8A 8:00 AM-9:00 AM

8:39 AM GOOD MORNING AMERICA 8A 8:00 AM-9:00 AM

8:38 AM GOOD MORNING AMERICA 8A 8:00 AM-9:00 AM



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Invoice #				Invoice	Мо	nth	Sep	temb	er 2	2023	
Invoice Date				Invoice	Per	iod	08/	28/23	- 09	9/18	23
Advertiser	ISS/ Defendi	ng	Bluegras	s Values	3						
Product	Issue										
Estimate #	12714										

							Spots/			
Line Start D	ate End Date	Desc	cription	Start/End Time	MTWTFSS I	Length	Week	Rate	Type	
5 09/12/2	23 09/16/23	GOC ICA	DD MORNING AMER	R 7-9a	S-	:30	1	\$180.00	NM	
Weeks:	Start Date 09/11/23	End D 09/17/		Spots/Week 1	<u>Rate</u> \$180.00					
Spots: #	Ch Day A		Air Time Descript	<u>ion</u>	Start/End Time	Length	Ad-ID			Rate Type
1	WHAS Sa 0	9/16/23	8:28 AM GOOD N	MORNING AMERICA	7-9a	:30	DBV235000H			\$180.00 NM
7 09/12/2	23 09/17/23	THIS	WEEK	9-10a	S	:30	1	\$350.00	NM	
Weeks:	Start Date 09/11/23	End D		Spots/Week 1	Rate \$350.00					
Spots: #	Ch Day A	ir Date	Air Time Descript	<u>ion</u>	Start/End Time	Length	Ad-ID			Rate Type
1	WHAS Su 0	9/17/23	9:57 AM THIS WI	EEK	9-10a	:30	DBV235000H			\$350.00 NM
8 09/12/2	23 09/18/23	WHA ON	AS11 NEWS AT NO	12:00 PM-12:30 PM	МГWГF	:30	2	\$180.00	NM	
Weeks:	Start Date	End D		Spots/Week 2	Rate \$180.00					
Spots: #		ir Date	Air Time Descript	ion –	Start/End Time	Length	Ad-ID			Rate Type
1	WHAS Tu 0	9/12/23	12:08 PM WHAS1	1 NEWS AT NOON	12:00 PM-12:30 P	PN :30	DBV235000H			\$180.00 NM
2	WHAS M 0	9/18/23	12:29 PM WHAS1	1 NEWS AT NOON	12:00 PM-12:30 P	PN :30	DBV235000H			\$180.00 NM
9 09/12/2	23 09/18/23	WHA	AS11 NEWS AT 123	12:30 PM-1:00 PM	МГЖГ	:30	3	\$180.00	NM	
Weeks:	Start Date 09/12/23	End D 09/18/		Spots/Week 3	Rate \$180.00					
Spots: #	Ch Day A	ir Date	Air Time Descript	<u>ion</u>	Start/End Time	Length	Ad-ID			Rate Type
2	WHAS Tu 0	9/12/23	12:55 PM WHAS1	1 NEWS AT 1230P	12:30 PM-1:00 PM	И :30	DBV235000H			\$180.00 NM
1		9/15/23	12:43 PM WHAS1		12:30 PM-1:00 PM		DBV235000H			\$180.00 NM
3	WHAS M 0	9/18/23	12:58 PM WHAS1	1 NEWS AT 1230P	12:30 PM-1:00 PM	И :30	DBV235000H			\$180.00 NM
10 09/12/2	23 09/18/23	GMA	/3	1-2p	MTWTF	:30	3	\$180.00	NM	
Weeks:	Start Date 09/12/23	End D 09/18/		Spots/Week 3	<u>Rate</u> \$180.00					
Spots: #		ir Date	Air Time Descript	<u>ion</u>	Start/End Time	Length	Ad-ID			Rate Type
1		9/13/23	1:54 PM GMA3		1-2p		DBV235000H			\$180.00 NM
2		9/14/23	12:59 PM GMA3		1-2p		DBV235000H			\$180.00 NM
3	WHAS M 0	9/18/23	1:55 PM GMA3		1-2p	:30	DBV235000H			\$180.00 NM
11 09/12/2	23 09/18/23	GEN	ERAL HOSPITAL	2-3p	МГWГF	:30	3	\$250.00	NM	
Weeks:	Start Date 09/12/23	End D 09/18/		Spots/Week 3	<u>Rate</u> \$250.00					
Spots: #	Ch Day A		Air Time Descript		Start/End Time		Ad-ID			Rate Type
2		9/12/23	2:24 PM GENER		2-3p		DBV235000H			\$250.00 NM
1 3		9/12/23 9/14/23	2:59 PM GENERA 2:59 PM GENERA		2-3p 2-3p		DBV235000H DBV235000H			\$250.00 NM \$250.00 NM
12 09/12/2			AS11 NEWS @ 4P		<u>2-эр</u> МГWГF	:30	2	\$180.00	NM	\$250.00 NIVI
Weeks:	Start Date			Spots/Week	Rate					
0	09/12/23	09/18/	-	2	\$180.00		ALID			D-1 -
Spots: <u>#</u>		ir Date	Air Time Descript		Start/End Time		<u>Ad-ID</u> DBV235000H			Rate Type
1 2		9/12/23 9/18/23	4:18 PM WHAS1: 4:21 PM WHAS1:		4:00 PM-4:30 PM 4:00 PM-4:30 PM		DBV235000H) DBV235000H			\$180.00 NM \$180.00 NM
	WITHOUT IVI U	J/ 10/23	7.211 W WITAST	1 NEVVO & 4F	4.00 i ivi-4.30 FIVI	.30	, 2012000011			ψ100.00 INIVI



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Invoice #				Invoice	Mont	h	Septemb	er 202	3
Invoice Date				Invoice	Perio	d	08/28/23	- 09/1	8/23
Advertiser	ISS/ Defendi	ng	Bluegras	s Values	3		77.1		
Product	Issue								
Estimate #	12714								

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
13 09/12/23	09/18/23	WHAS11 NEWS @ 430	4:30 PM-5:00 PM	MTWTF	:30	3	\$180.00	NM	
Weeks:	Start Date	End Date MTWTFSS 09/18/23 MTWTF	Spots/Week 3	Rate \$180.00					
Spots: # Ch			ion	Start/End Time	Length	Ad-ID			Rate Type
3 WH	AS Tu 09/	/12/23 4:56 PM WHAS1	1 NEWS @ 430P	4:30 PM-5:00 PM	1 :30	DBV235000H			\$180.00 NN
1 WH				4:30 PM-5:00 PM) DBV235000H			\$180.00 NN
2 WH	AS M 09/	/18/23 4:56 PM WHAS1	1 NEWS @ 430P	4:30 PM-5:00 PM	1 :30) DBV235000H			\$180.00 NN
14 09/12/23	09/18/23	WHAS11 NEWS @ 5p	5-530p	MTWTF	:30	2	\$350.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS MTWTF	Spots/Week 2	Rate \$350.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descript	ion	Start/End Time	Length	Ad-ID			Rate Type
2 WH		/13/23 5:27 PM WHAS1	•	5-530p) DBV235000H			\$350.00 NN
1 WH	AS M 09/	/18/23 5:28 PM WHAS1	1 NEWS @ 5p	5-530p	:30) DBV235000H			\$350.00 NN
15 09/12/23	09/18/23	WHAS11 NEWS @ 530 P	530-6p	MTWTF	:30	3	\$400.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS MTWTF	Spots/Week 3	Rate \$400.00					
Spots: # Ch	<u>Day</u> Air			Start/End Time		Ad-ID			Rate Type
3 WH		/13/23 5:44 PM WHAS1		530-6p) DBV235000H			\$400.00 NN
1 WH 2 WH				530-6p) DBV235000H) DBV235000H			\$400.00 NN
2 WH	AS M 09/	/18/23 5:45 PM WHAS1	T NEWS @ 530P	530-6p	.30) DBV233000H			\$400.00 NN
16 09/12/23	09/18/23	WHAS11 NEWS @ 6p	6-630p	MTWTF	:30	2	\$450.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS MTWTF	Spots/Week 2	Rate \$450.00					
Spots: # Ch	<u>Day</u> Air			Start/End Time		Ad-ID			Rate Typ
1 WH			•	6-630p) DBV235000H			\$450.00 NN
2 WH	AS M 09/	/18/23 6:27 PM WHAS1	T NEWS @ 6p	6-630p	:30) DBV235000H			\$450.00 NN
17 09/12/23	09/17/23	WHAS11 NEWS SUNDA Y	A 630-7p	S	:30	1	\$500.00	NM	
Weeks:	Start Date	End Date MTWTFSS S	Spots/Week	Rate					
Spots: # Ch	09/11/23 Day Air	00/11/20	ion	\$500.00 Start/End Time	l enath	n Ad-ID			Rate Type
1 WH			1 NEWS SUNDAY	630-7p		DBV235000H			\$500.00 NN
18 09/12/23	09/18/23	ENTERTAINMENT TON	I 7-730p	MTWTF	:30	2	\$500.00	NM	
Weeks:	Start Date	GHT End Date MTWTFSS 09/18/23 MTWTF	Spots/Week	Rate					
Spots: <u>#</u> <u>Ch</u>	09/12/23 <u>Day</u> <u>Air</u>		∠ ion	\$500.00 Start/End Time	Lenath	n Ad-ID			Rate Typ
1 WH			<u></u> Fainment tonight			DBV235000H			\$500.00 NN
2 WH	AS F 09/	/15/23 7:26 PM ENTER	TAINMENT TONIGHT	•	:30	DBV235000H			\$500.00 NN
19 09/12/23	09/18/23	INSIDE EDITION	730-8p	- ТWГF	:30	3	\$500.00	NM	
Weeks:	Start Date 09/12/23	End Date MTWTFSS - TWTF	Spots/Week 3	<u>Rate</u> \$500.00					
Spots: # Ch	Day Air		-	Start/End Time	Length	Ad-ID			Rate Type
1 WH			EDITION	730-8p	:30	DBV235000H			\$500.00 NN
2 WH				730-8p		DBV235000H			\$500.00 NN
3 WH	AS Th 09/	7:54 PM INSIDE	EDITION	730-8p	:30) DBV235000H			\$500.00 NN



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

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Invoice #				Invoice	Мс	nth	Septen	nbe	r 2023	3
Invoice Date				Invoice	Pe	riod	08/28/2	23 -	09/18	3/23
Advertiser	ISS/ Defendir	ng	Bluegras	s Values	3					
Product	Issue									
Estimate #	12714									

_ine Start □	ate End Date	e Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
19 09/12/2	23 09/18/23	INSIDE EDITION	730-8p	- TWTF	:30	3	\$500.00	NM	
20 09/12/2	23 09/13/23	JUDGE STEVE HARVI	EY 8:00 PM-9:00 PM	W	:30	1	\$750.00	NM	
Weeks	Start Date 09/11/23	End Date MTWTFSS W	Spots/Week 1	Rate \$750.00					
Spots: <u>#</u> 1	Ch Day M WHAS W	Air Date Air Time Descrip 09/13/23 8:19 PM JUDGB	otion STEVE HARVEY	Start/End Time 8:00 PM-9:00 PM		<u>Ad-ID</u> DBV235000	Н		Rate Type \$750.00 NM
21 09/12/	23 09/13/23	WONDER YEARS/ABE	3O 9-10p	W	:30	1	\$875.00	NM	
Weeks	09/11/23	09/17/23 W	Spots/Week 1	Rate \$875.00					
Spots: <u>#</u> 1	Ch Day M WHAS W	Air Date Air Time Descrip 09/13/23 9:20 PM WOND	otion DER YEARS/ABBOTT	Start/End Time ELEI9-10p		<u>Ad-ID</u> DBV235000	Н		<u>Rate</u> <u>Type</u> \$875.00 NM
22 09/12/2		ENC		W	:30	1	\$750.00	NM	
Weeks	Start Date 09/11/23	<u>End Date</u> <u>MTWTFSS</u> <u> W</u>	Spots/Week 1	Rate \$750.00					
Spots: <u>#</u> 1		Air Date Air Time Descrip 09/13/23 10:36 PM THE \$		Start/End Time C 10-11p		<u>Ad-ID</u>) DBV235000	Н		Rate Type \$750.00 NM
23 09/12/	23 09/15/23	SHARK TANK ENC	8-9p	F	:30	1	\$750.00	NM	
Weeks	Start Date 09/11/23	<u>End Date</u> <u>MTWTFSS</u> <u> F</u>	Spots/Week 1	Rate \$750.00					
Spots: <u>#</u> 1	<u>Ch</u> <u>Day</u> <u>A</u> WHAS F	Air Date Air Time Descrip 09/15/23 8:27 PM SHARI		Start/End Time 8-9p		<u>Ad-ID</u> DBV235000	Н		<u>Rate</u> <u>Type</u> \$750.00 NM
24 09/12/2	23 09/17/23	CELEBRITY FAMILY F	E 9-10p	S	:30	1	\$900.00	NM	
Weeks	Start Date 09/11/23	End Date MTWTFSSS	Spots/Week 1	Rate \$900.00					
Spots: <u>#</u> 1	Ch Day M	Air Date Air Time Descrip 09/17/23 9:42 PM CELEE	otion BRITY FAMILY FEUD	Start/End Time 9-10p		<u>Ad-ID</u> DBV235000	Н		Rate Type \$900.00 NM
25 09/12/2	23 09/18/23	WHAS11 NEWS AT 11 M-F/SU	11-1135p	МГWГF- S	:30	4	\$400.00	NM	
Weeks	Start Date 09/12/23	End Date MTWTFSS MTWTF- S	Spots/Week 4	Rate \$400.00					
Spots: #		Air Date Air Time Descrip 09/12/23 11:22 PM WHAS		Start/End Time		Ad-ID			Rate Type
3 2			11 NEWS AT 11 M-F/S 11 NEWS AT 11 M-F/S	•) DBV235000) DBV235000			\$400.00 NM \$400.00 NM
4			11 NEWS AT 11 M-F/S	•		DBV235000			\$400.00 NM
1	WHAS Su (09/17/23 11:31 PM WHAS	11 NEWS AT 11 M-F/S	SU 11-1135p	:30) DBV235000	Н		\$400.00 NM
26 09/12/2		SAT	·	S-	:30	1	\$300.00	NM	
Weeks	09/11/23	09/17/23S-	Spots/Week 1	Rate \$300.00					
Spots: <u>#</u> 1	Ch Day M WHAS Sa	Air Date Air Time Descrip 09/16/23 11:22 PM WHAS	otion 11 NEWS AT 11 SAT	Start/End Time 11-1135p		<u>Ad-ID</u>) DBV235000	Н		<u>Rate</u> <u>Type</u> \$300.00 NM
27 09/12/2	23 09/18/23	JIMMY KIMMEL	1135p-1237a	- ТWГF	:30	3	\$120.00	NM	
Weeks	Start Date	e End Date MTWTFSS	Spots/Week	Rate					



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

Include Invoice # on Check - Payment Terms 30 Days

Invoice #				Invoice	Mont	h	Septemb	er 202	3
Invoice Date				Invoice	Perio	d	08/28/23	- 09/1	8/23
Advertiser	ISS/ Defendi	ng	Bluegras	s Values	3		77.1		
Product	Issue								
Estimate #	12714								

Gross Total

Agency Commission

Net Amount Due

\$26,765.00

\$4,014.75

\$22,750.25

Line Sta	rt Date	End Date	Description	Start/End Time	MTWTFSS	Longth	Spots/ Week	Rate	Tuno	
			<u> </u>			Length			Туре	
27 09/	12/23	09/18/23	JIMMY KIMMEL	1135p-1237a	- TWTF	:30	3	\$120.00	NM	
		09/12/23	09/18/23 - TWTF	3	\$120.00					_
Spots:		<u>Day</u> Air			Start/End Time		<u>h Ad-ID</u>			Rate Type
	1 WHA				1135p-1237a		0 DBV235000			\$120.00 NM
1	2 WHA				1135p-1237a		0 DBV235000			\$120.00 NM
	3 WHA	AS Th 09/	/14/23 12:32 AM JIMM\	' KIMMEL	1135p-1237a	:3	0 DBV235000	OH		\$120.00 NM
28 09/	12/23	09/16/23	INSIDE EDITION	1135p-1205a	S-	:30	1	\$160.00	NM	
Wee	eks:	Start Date 09/11/23	End Date MTWTFSS S-	Spots/Week 1	<u>Rate</u> \$160.00					
Spots:	<u># Ch</u>	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time		h Ad-ID			Rate Type
,	1 WHA	AS Sa 09/	/16/23 12:00 AM INSID	EDITION	1135p-1205a	:3	O DBV235000	OH		\$160.00 NM
29 09/	12/23	09/16/23	ABC COLLEGE FOOT	В 12-330р	S-	:30	1	\$950.00	NM	
Wee	eks:	Start Date 09/11/23	End Date MTWTFSSS-	Spots/Week 1	<u>Rate</u> \$950.00					
Spots:	<u># Ch</u>	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
•	1 WHA	AS Sa 09/	/16/23 2:46 PM ABC C	OLLEGE FOOTBALL	. 12P 12-330p	:3	O DBV235000	OH		\$950.00 NM
30 09/	17/23	09/17/23	Good Morning America	ı S 8-9a	S	:30	1	\$200.00	NM	
Wee	eks:	Start Date 09/11/23	End Date MTWTFSS S	Spots/Week 1	<u>Rate</u> \$200.00					
Spots:	# <u>Ch</u>	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
•	1 WHA	AS Su 09/	/17/23 8:58 AM Good	Morning America Su	8-9a	:3	O DBV235000	OH		\$200.00 NM
31 09/	18/23	09/18/23	NFL Mo Game	Various	M	:30	1	\$5,000.00	NM	
Wee	eks:	Start Date 09/18/23	End Date MTWTFSS M	Spots/Week 1	Rate \$5,000.00					
Spots:	<u># Ch</u>	Day Air	Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WHA	AS M 09	/18/23 8:51 PM NFL M	lo Game	Various	:3	0 DBV235000	OH		\$5,000.00 NM
					Total Spots	6	33			