

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

VOICE			
Property	WHAS		
Invoice #	2705269-1	Order #	2705269
Invoice Date	05/28/23	Alt Order #	WOC14130505
Invoice Month	May 2023	Deal #	
Invoice Period	05/01/23 - 05/28/23	Flight Dates	05/21/23 - 05/29/23
Advertiser	ISS/ Defending Blue	grass Values	
Product	Issue		
Estimate #	12676		
	Account Executive	Taylor Fritsch	1
	Sales Office	TEGNA Sales	s 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		

								Spots/				
ine Start	Date E	nd Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
1 05/23	/23 0	5/29/23	GMK @	0 6A	6:00 AM-7:00 AM	MTWTF	:30	5	\$300.00	NM		
Weeks		art Date /23/23	End Date 05/29/23		Spots/Week 5	<u>Rate</u> \$300.00						
Spots: #	Ch	Day A		Air Time Desc	ription	Start/End Time	Leng	th Ad-ID			Rate	Туре
2	WHAS	Tu 0	5/23/23	6:10 AM GMK	@ 6A	6:00 AM-7:00 A	M :3	0 DBV231000	H		\$300.00	
5	WHAS	W 0	5/24/23	6:21 AM GMK	@ 6A	6:00 AM-7:00 A	M :3	0 DBV231000	H		\$300.00	NM
3	WHAS	Th 0	5/25/23	5:58 AM GMK	@ 6A	6:00 AM-7:00 A	M :3	0 DBV231000	H		\$300.00	NM
4	WHAS	Th 0	5/25/23	6:40 AM GMK	@ 6A	6:00 AM-7:00 A	M :3	0 DBV231000	H		\$300.00	NM
2 05/23	/23 0	5/29/23	GOOD ICA	MORNING AM	IER 7:00 AM-9:00 AM	МГШГЕ	:30	8	\$325.00	NM		
Weeks		art Date /23/23	End Date 05/29/23		Spots/Week 8	Rate \$325.00						
Spots: #	Ch	Day A	ir Date	Air Time Desc	ription	Start/End Time	Leng	th Ad-ID			Rate	Туре
1	WHAS	Tu 0	5/23/23	7:59 AM GOO	D MORNING AMERICA	7:00 AM-9:00 A	M :3	0 DBV231000	H		\$325.00	NM
2	WHAS	W 0	5/24/23	6:59 AM GOO	D MORNING AMERICA	7:00 AM-9:00 A	M :3	0 DBV231000	H		\$325.00	NM
8	WHAS	W 0	5/24/23	8:36 AM GOO	D MORNING AMERICA	7:00 AM-9:00 A	M :3	0 DBV231000	H		\$325.00	NM
3	WHAS	Th 0	5/25/23	7:27 AM GOO	D MORNING AMERICA	7:00 AM-9:00 A	M :3	0 DBV231000	H		\$325.00	NM
4	WHAS	F 0	5/26/23	8:37 AM GOO	D MORNING AMERICA	7:00 AM-9:00 A	M :3	0 DBV231000	H		\$325.00	NM
7	WHAS	F 0	5/26/23	8:55 AM GOO	D MORNING AMERICA	7:00 AM-9:00 A	M :3	0 DBV231000	H		\$325.00	NM
3 05/23	/23 0	5/27/23	GOOD ICA	MORNING AN	1ER 7:00 AM-9:00 AM	S-	:30	1	\$180.00	NM		
Weeks		art Date /22/23	End Date 05/28/23		Spots/Week 1	<u>Rate</u> \$180.00						
Spots: #	<u>Ch</u>	<u>Day</u> A	ir Date A	Air Time Desc	ription	Start/End Time	Leng	th Ad-ID			Rate	Туре
	WHAS	S- 0	5/27/23	7 00 111 000	D MORNING AMERICA	7:00 AM-9:00 A		0 DBV231000			\$180.00	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/2eytbCA, 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.

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

Send Payment To:

Invoice #	2705269-1	Invoice Month	May 2023
Invoice Date	05/28/23	Invoice Period	05/01/23 - 05/28/23
Advertiser	ISS/ Defending Bluegras	s Values	
Product	Issue		
Estimate #	12676		

4 05/23/23 05/28/23 Great Day Live 9-10a -TNTF :30 1 \$160.00 NM Weeks: Stort Date End Date MIWETSS Spots/Week Rate Stort End Time Length Ad-ID Rate Type 1 WHAS F 05/26/23 9:35 AM Great Day Live 9-10a 9-10a :30 3 \$180.00 NM 5 05/23/23 05/29/23 9:35 AM Great Day Live 9-10a 9-10a :30 3 \$180.00 NM 5 05/29/23 WHAST IN EWS AT NO 12-1p :30 3 \$180.00 NM Weeks: Start Date Air Time Description StartEnd Time Length Ad-ID Rate Type 2 WHAS T 0.5/29/23 12/20 PM WHASTI NEWS AT NOON 12-1p :30 3 \$180.00 NM 6 05/23/23 05/29/23 WHASTI NEWS & TNOON 12-1p :30 3 \$180.00 NM Weeks: Start Date End Date MTWTF :	Line Start Da	ate End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
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1 WHAS F 05/28/23 9:35 AM Great Day Live 9-10a 9-10a :30 D8V231000II \$160.00 NM 5 06/23/23 06/29/23 WHAS11 NEWS AT NO 12-1p :30 3 \$180.00 NM Weeks: Start Date End Date MIWTFS: Spots:# Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WHAS 10 05/24/23 12:06 PM WHAS11 NEWS AT NOON 12-1p :30 D8V231000H \$180.00 NM 6 05/23/23 05/29/23 WHAS11 NEWS AT NOON 12-1p :30 D8V231000H \$180.00 NM Veeks: Start Date End Date MIWTF 3 \$180.00 NM Start/End Time Length Ad-ID Rate Type :30 D8V231000H \$180.00 NM 2 WHAS 05/23/23 05/29/23 MIWTF 3 Start/End Time Length Ad-ID Start/End Time		05/22/23	05/28/23 - TWTF	1	\$16 <u>0.00</u>					
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Obs723/23 OS/23/23 MTWTF 3 \$180.00 Spots: # Obs723/23 Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS To 05/23/23 3:58 PM WHAS11 NEWS @ 4P 4-5p :30 DBV231000H \$180.00 NM 2 WHAS W 05/24/23 3:58 PM WHAS11 NEWS @ 4P 4-5p :30 DBV231000H \$180.00 NM 7 05/23/23 05/29/23 WHAS11 NEWS @ 5p 5-530p MTWTF :30 2 \$350.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate	6 05/23/2	3 05/29/23	WHAS11 NEWS @ 4P	4-5p	MTWTF	:30	3	\$180.00	NM	
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7 05/23/23 05/29/23 WHAS11 NEWS @ 5p 5-530p MTWTF :30 2 \$350.00 NM Weeks: Start Date End Date MTWTFS- 2 \$350.00 Spots/Week Rate \$350.00 Spots/Week Rate \$350.00 Spots/Week Start/End Time Length Ad-ID Rate Type \$350.00 NM 2 WHAS Th 05/23/23 5:28 PM WHAS11 NEWS @ 5p 5-530p :30 DBV231000H \$350.00 NM \$350.00 NM 8 05/23/23 05/29/23 WHAS11 NEWS @ 530 530-6p MTWTF :30 3 \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 \$400.00 NM \$400.00 NM \$400.00 \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 NM \$400.00 N	1	WHAS Tu 05	/23/23 4:21 PM WHAS	11 NEWS @ 4P	4-5p	:3	0 DBV231000	H		\$180.00 NM
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1 WHAS W 05/24/23 5:57 PM WHAS11 NEWS @ 530P 530-6p :30 DBV231000H \$400.00 NM 3 WHAS Th 05/25/23 5:42 PM WHAS11 NEWS @ 530P 530-6p :30 DBV231000H \$400.00 NM 2 WHAS F 05/26/23 5:57 PM WHAS11 NEWS @ 530P 530-6p :30 DBV231000H \$400.00 NM 9 05/23/23 05/29/23 WHAS11 NEWS @ 6p 6-630p MTWTF :30 3 \$450.00 NM Weeks: Start Date 05/29/23 End Date MTWTFSS MITWTF Spots/Week 3 Rate \$450.00 Spots: # Ch Day Air Time Description Start/End Time \$200 BV231000H Rate Type 100/23/23 1 WHAS Tu 05/23/23 6:08 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM <td>Weeks:</td> <td></td> <td>End Date MTWTFSS</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	Weeks:		End Date MTWTFSS							
3 WHAS Th 05/25/23 5:42 PM WHAS11 NEWS © 530-6p :30 DBV231000H \$400.00 NM 2 WHAS F 05/26/23 5:57 PM WHAS11 NEWS © 530-6p :30 DBV231000H \$400.00 NM 9 05/23/23 05/29/23 WHAS11 NEWS © 6p 6-630p MTWTF :30 3 \$450.00 NM Weeks: Start Date 05/23/23 End Date MTWTFSS 05/29/23 Spots/Week 3 Rate \$450.00 Spots/Week \$4450.00 Rate \$4450.00 NM Spots: # Ch Day Air Date Air Time Description Start/End Time \$4450.00 Rate Type \$30 \$450.00 NM 1 WHAS Tu 05/23/23 6:08 PM WHAS11 NEWS 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS 6p 6-630p :30 DBV231000H \$450.00 NM	Spots: #	<u>Ch</u> <u>Day</u> Air	<u>Date</u> <u>Air Time</u> <u>Descrip</u>	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
2 WHAS F 05/26/23 5:57 PM WHAS11 NEWS @ 530P 530-6p :30 DBV231000H \$400.00 NM 9 05/23/23 05/29/23 WHAS11 NEWS @ 6p 6-630p MTWTF :30 3 \$450.00 NM Weeks: Start Date 05/23/23 End Date 05/29/23 MTWTFSS MTWTF Spots/Week 3 Rate \$450.00 Rate \$450.00 Rate \$450.00 Rate \$450.00 Spots: # Ch Day Air Date 05/23/23 Air Time Description Start/End Time 6-630p Start/End Time :30 DBV231000H Rate Type 30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	1	WHAS W 05	/24/23 5:57 PM WHAS	11 NEWS @ 530P	530-6p	:3	0 DBV231000	θH		\$400.00 NM
9 05/23/23 05/29/23 WHAS11 NEWS @ 6p 6-630p MTWTF :30 3 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week 3 \$450.00 NM Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Tu 05/23/23 6:08 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	3		/25/23 5:42 PM WHAS	11 NEWS @ 530P	530-6p	:3	0 DBV231000	θH		\$400.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate start/End Time Length Ad-ID Rate Type 1 WHAS Tu 05/23/23 6:08 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	2	WHAS F 05	/26/23 5:57 PM WHAS	11 NEWS @ 530P	530-6p	:3	0 DBV231000	θH		\$400.00 NM
O5/23/23 O5/29/23 MTWTF 3 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Tu 05/23/23 6:08 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	9 05/23/2	3 05/29/23	WHAS11 NEWS @ 6p	6-630p	MTWTF	:30	3	\$450.00	NM	
Spots: # Ch Day Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Tu 05/23/23 6:08 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM 2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	Weeks:									
2 WHAS W 05/24/23 6:27 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	Spots: #	<u>Ch Day Air</u>	Date <u>Air Time</u> Descrip	otion		Lengt	h Ad-ID			Rate Type
		WHAS Tu 05	/23/23 6:08 PM WHAS	11 NEWS @ 6p	6-630p	:3	0 DBV231000	θH		\$450.00 NM
3 WHAS F 05/26/23 6:22 PM WHAS11 NEWS @ 6p 6-630p :30 DBV231000H \$450.00 NM	2	WHAS W 05	/24/23 6:27 PM WHAS	11 NEWS @ 6p	6-630p	:3	0 DBV231000	θH		\$450.00 NM
	3	WHAS F 05	/26/23 6:22 PM WHAS	11 NEWS @ 6p	6-630p	:3	0 DBV231000)H		\$450.00 NM

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

Send Payment To:

			_
Invoice #	2705269-1	Invoice Month	May 2023
Invoice Date	05/28/23	Invoice Period	05/01/23 - 05/28/23
Advertiser	ISS/ Defending Bluegras	s Values	
Product	Issue		
Estimate #	12676		

					Spots/	_	_	
	scription	Start/End Time		Length	Week	Rate	Туре	
р		6:30 PM-7:00 PM	S-	:30	1	\$240.00	NM	
Weeks: <u>Start Date</u> End I 05/22/23 05/28	Date <u>MTWTFSS</u> 3/23S-	Spots/Week1	<u>Rate</u> \$240.00					
Spots: <u># Ch Day Air Date</u>	Air Time Descript	•	Start/End Time	l enath	n Ad-ID			Rate Type
1 WHAS Sa 05/27/23		1 NEWS @ 6:30p	6:30 PM-7:00 PM) DBV231000	Н		\$240.00 NM
11 05/21/23 05/21/23 WH	AS11 NEWS SUNDA	A 630-7p	S	.30	1	\$500.00	NM	
Y			-	.00	•	φ000.00		
Weeks: <u>Start Date</u> End I 05/15/23 05/21	Date <u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: <u># Ch Day Air Date</u>	Air Time Descript		Start/End Time	Lenath	n Ad-ID			Rate Type
2 WHAS Su 05/21/23			630-7p		DBV231000	Н		\$500.00 NM
12 05/23/23 05/29/23 EN	TERTAINMENT TON	II 7-730p	MTWTF	:30	3	\$500.00	NM	
GH	Т	·		.00	0	φ000.00		
Weeks: <u>Start Date</u> End I 05/23/23 05/29	Date <u>MTWTFSS</u> 0/23 MTWTF	Spots/Week	<u>Rate</u> \$500.00					
	Air Time Descript	tion	Start/End Time	Length	n Ad-ID			Rate Type
2 WHAS Tu 05/23/23		TAINMENT TONIGHT		¥) DBV231000	Н		\$500.00 NM
3 WHAS F 05/26/23	7:28 PM ENTER	TAINMENT TONIGHT	7-730p	:30) DBV231000	Н		\$500.00 NM
13 05/23/23 05/29/23 INS	IDE EDITION	7:30 PM-8:00 PM	MTWTF	:30	2	\$500.00	NM	
Weeks: <u>Start Date</u> End I 05/23/23 05/29	Date <u>MTWTFSS</u> 0/23 MTWTF	Spots/Week 2	Rate \$500.00					
Spots: <u># Ch Day Air Date</u>	Air Time Descript		Start/End Time	Length	n Ad-ID			Rate Type
1 WHAS Th 05/25/23	7:49 PM INSIDE	EDITION	7:30 PM-8:00 PM	:30) DBV231000	Н		\$500.00 NM
14 05/23/23 05/25/23 Thu	Prime Other	8-11p	T	:30	1	\$1,275.00	NM	
Weeks: <u>Start Date</u> End I 05/22/23 05/28	Date <u>MTWTFSS</u> 3/23 T	Spots/Week 1	Rate \$1,275.00					
	Air Time Descript		Start/End Time	Length	n Ad-ID			Rate Type
1 WHAS Th 05/25/23	9:51 PM Thu Prin	ne Other	8-11p	:30) DBV231000	Н		\$1,275.00 NM
15 05/23/23 05/26/23 20/2	20	9:00 PM-11:00 PM	F	:30	1	\$650.00	NM	
Weeks: <u>Start Date</u> End I 05/22/23 05/28	Date <u>MTWTFSS</u> 3/23 F	Spots/Week 1	Rate \$650.00					
	Air Time Descript	tion	Start/End Time		n Ad-ID			Rate Type
1 WHAS F 05/26/23	9:42 PM 20/20		9:00 PM-11:00 PI	M :30) DBV231000	Н		\$650.00 NM
16 05/21/23 05/26/23 WH M-F	AS11 NEWS AT 11	11-1135p	MTWTF-S	:30	3	\$400.00	NM	
Weeks: Start Date End I	Date <u>MTWTFSS</u>	Spots/Week	Rate					
05/16/23 05/22 Spots: <u># Ch</u> Day Air Date	2/23S Air Time Descript	1 tion	\$400.00 Start/End Time	l enath	n Ad-ID			Rate Type
4 WHAS Su 05/21/23		1 NEWS AT 11 M-F/S) DBV231000	Н		\$400.00 NM
Weeks: <u>Start Date</u> End I		Spots/Week	Rate					

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

Send Payment To:

			-
Invoice #	2705269-1	Invoice Month	May 2023
Invoice Date	05/28/23	Invoice Period	05/01/23 - 05/28/23
Advertiser	ISS/ Defending Bluegras	s Values	
Product	Issue		
Estimate #	12676		

Line Start Date End Da	te Description	Start/End Time	MIWIFSS	Length	Spots/ Week	Rate	Туре	
16 05/21/23 05/26/2	23 WHAS11 NEWS AT 11 M-F/SU	11-1135p	MTWTF-S	:30	3	\$400.00	NM	
	Air DateAir TimeDescrip05/23/2311:29 PMWHAS1	2 1 NEWS AT 11 M-F/ 1 NEWS AT 11 M-F/		:3	h Ad-ID 0 DBV231000 0 DBV231000			<u>Rate</u> <u>Type</u> \$400.00 NM \$400.00 NM
17 05/23/23 05/27/2	23 WHAS11 NEWS AT 11 SAT	11-1135p	S-	:30	1	\$300.00	NM	
· ·	3 05/28/23S- Air Date Air Time Descrip	Spots/Week 1 tion 1 NEWS AT 11 SAT	<u>Rate</u> \$300.00 <u>Start/End Time</u> 11-1135p	0	<u>h Ad-ID</u> 0 DBV231000	Н		<u>Rate</u> <u>Type</u> \$300.00 NM
18 05/23/23 05/28/2	23 Nightline	1237-106a	- TWFF	:30	1	\$40.00	NM	
Weeks: <u>Start Da</u> 05/22/2 Spots: <u>#</u> <u>Ch</u> <u>Day</u> 1 WHAS W			Rate \$40.00 <u>Start/End Time</u> 1237-106a	:3	h Ad-ID 0 DBV231000	Н		<u>Rate</u> <u>Type</u> \$40.00 NM
			Total Spots	:	86			

Include Invoice # on Check - Payment Terms 30 Days

\$13,165.00	Gross Total
\$1,974.75	Agency Commission
\$11,190.25	Net Amount Due

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