

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

JOICE			
Property	WHAS		
Invoice #	2732450-1	Order #	2732450
Invoice Date	07/09/23	Alt Order #	WOC14201492
Invoice Month	July 2023	Deal #	
Invoice Period	06/26/23 - 07/03/23	Flight Dates	06/27/23 - 07/03/23
Advertiser	ISS/ Defending Blue	grass Values	
Product	Issue		
Estimate #	12701		
	Account Executive	Taylor Fritsch	ו
	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/				
Line Start I	Date Ei	nd Da	te Desc	ription		Start/End T	ïme	MTWTFSS	Le	ength	Week	Rate	Туре		
1 06/27/	/23 07	7/03/2	3 GMK	(@ 6A		6:00 AM-7:0	00 AM	MTWTF		:30	5	\$300.00	NM		
Weeks		art Dat 27/23			<u>FFSS</u> FF	Spots/We	eek 5	Rate \$300.00							
Spots: #	Ch	Day	Air Date	Air Time	Descript	ion		Start/End Ti	ime	Length	Ad-ID			Rate	Туре
2	WHAS	Tu	06/27/23	6:29 AM	GMK @	6A		6:00 AM-7:0	MA OC	:30	DBV232000	Н		\$300.00	NM
3	WHAS	W	06/28/23	6:40 AM	GMK @	6A		6:00 AM-7:0	00 AM	:30	DBV232000	Н		\$300.00	NM
5	WHAS	Th	06/29/23	6:23 AM	GMK @	6A		6:00 AM-7:0	00 AM	:30	DBV232000	Н		\$300.00	NM
1	WHAS	F	06/30/23	5:57 AM	GMK @	6A		6:00 AM-7:0	00 AM	:30	DBV232000	Н		\$300.00	NM
4	WHAS	М	07/03/23	6:27 AM	GMK @	6A		6:00 AM-7:0	00 AM	:30	DBV232000	Н		\$300.00	NM
2 06/27/	/23 07	7/03/2	3 GOO ICA	D MORNIN	IG AMEI	R 7:00 AM-9:0	00 AM	MTWTF		:30	8	\$325.00	NM		
Weeks		art Dat 27/23			<u> </u>	Spots/We	eek 8	Rate \$325.00							
Spots: #	<u>Ch</u>	Day	Air Date	Air Time	Descript	ion		Start/End Ti	ime	Length	Ad-ID			Rate	Туре
1	WHAS	Tu	06/27/23	7:59 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
7	WHAS	Tu	06/27/23	8:46 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
2	WHAS	W	06/28/23	6:57 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
8	WHAS	W	06/28/23	7:27 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
3	WHAS	Th	06/29/23	8:54 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
4	WHAS	F	06/30/23	8:40 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
6	WHAS	Μ	07/03/23	7:48 AM	GOOD	MORNING A	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	H		\$325.00	NM
5	WHAS	М	07/03/23	8:45 AM	GOOD	MORNING AI	MERICA	7:00 AM-9:0	00 AM	:30	DBV232000	Н		\$325.00	NM
3 06/27/	/23 07	7/01/2	3 GOO ICA	D MORNIN	NG AMEI	R 7-9a		S-		:30	1	\$180.00	NM		
Weeks		art Dat 26/23			<u>FFSS</u> S-	Spots/We	eek 1	<u>Rate</u> \$180.00							

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Invoice #	2732450-1	Invoice Month	July 2023
Invoice Date	07/09/23	Invoice Period	06/26/23 - 07/03/23
Advertiser	ISS/ Defending Bluegras	s Values	
Product	Issue		
Estimate #	12701		

Line Olert Date - End Date - Description			Land	Spots/	Data	Tar	
Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
ICA	NG AMER 7-9a	S-	:30	1	\$180.00	NM	
	Description	Start/End Time		h Ad-ID			Rate Type
1 WHAS Sa 07/01/23 8:08 AN	I GOOD MORNING AMERICA	7-9a	:3) DBV232000I	I		\$180.00 NM
4 06/27/23 07/02/23 GOOD MORN ICA	ING AMER 8-9a	S	:30	1	\$200.00	NM	
	WTFSS Spots/Week S 1	Rate \$200.00					
Spots: <u># Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u>	Description	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
1 WHAS Su 07/02/23 8:49 AN	I GOOD MORNING AMERICA	8-9a	:30	DBV2320001	I		\$200.00 NM
ON	/S AT NO 12-1p	МГШГЕ	:30	3	\$180.00	NM	
Weeks: <u>Start Date</u> End Date <u>MT</u> 06/27/23 07/03/23 MT	VTFSS Spots/Week VTF 3	<u>Rate</u> \$180.00					
	Description	Start/End Time	Lenat	h Ad-ID			Rate Type
	WHAS11 NEWS AT NOON	12-1p) DBV232000I	I		\$180.00 NM
	I WHAS11 NEWS AT NOON	12-1p	:30) DBV232000H	I		\$180.00 NM
1 WHAS F 06/30/23 12:52 PM	I WHAS11 NEWS AT NOON	12-1p	:30) DBV232000H	I		\$180.00 NM
6 06/27/23 07/03/23 GMA3	1-2p	МГWГF	:30	2	\$180.00	NM	
	VTFSS Spots/Week VTF 2	Rate \$180.00					
	Description	Start/End Time	Lenat	h Ad-ID			Rate Type
2 WHAS TU 06/27/23 12:59 PM		1-2p		DBV232000	I		\$180.00 NM
1 WHAS M 07/03/23 12:59 PM		1-2p	:30	-) DBV232000H	I		\$180.00 NM
7 06/27/23 07/03/23 GENERAL HO	SPITAL 2-3p	MTWTF	:30	2	\$250.00	NM	
	VTFSS Spots/Week VTF 2	<u>Rate</u> \$250.00					
	Description	Start/End Time	Lengt	h Ad-ID			Rate Type
	I GENERAL HOSPITAL	2-3p		DBV232000	I		\$250.00 NM
1 WHAS M 07/03/23 2:59 PM	I GENERAL HOSPITAL	2-3p	:30) DBV232000H	I		\$250.00 NM
8 06/27/23 07/03/23 WHAS11 NEW	/S @ 4P 4:00 PM-5:00 PM	MTWTF	:30	3	\$180.00	NM	
	MTFSS Spots/Week	Rate					
	WTF 3 Description	\$180.00 Start/End Time	Longt	h Ad-ID			Rate Type
•	I WHAS11 NEWS @ 4P	4:00 PM-5:00 PM) DBV2320001	ł		\$180.00 NM
	I WHAS11 NEWS @ 4P	4:00 PM-5:00 PM) DBV2320001			\$180.00 NM
	1 WHAS11 NEWS @ 4P	4:00 PM-5:00 PM	-	DBV232000			\$180.00 NM
9 06/27/23 07/03/23 WHAS11 NEW	/S @ 5p 5-530p	МГШГЕ	:30	3	\$350.00	NM	
	WTFSS Spots/Week WTF 3	<u>Rate</u> \$350.00					

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Cincinnati, OH 45263-7386

WHAS

Invoice #	2732450-1	Invoice Month	July 2023
Invoice Date	07/09/23	Invoice Period	06/26/23 - 07/03/23
Advertiser	ISS/ Defending Bluegras	s Values	
Product	Issue		
Estimate #	12701		

	Data	E. d Data	D				Laurath	Spots/	Data	T		
Line Start I	Date	End Date	Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
9 06/27	/23	07/03/23	WHA	AS11 NEWS @ 5p	5-530p	МГШГЕ	:30	3	\$350.00	NM		
Spots: #	Ch	Day A	ir Date	Air Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate T	уре
2	WHA	S Tu Of	6/27/23	5:23 PM WHAS1	1 NEWS @ 5p	5-530p	:30	DBV232000H			\$350.00	NM
3	WHA	AS W 06	6/28/23	5:29 PM WHAS1	1 NEWS @ 5p	5-530p	:30) DBV232000H			\$350.00	NM
1	WHA	S M 07	7/03/23	5:12 PM WHAS1	1 NEWS @ 5p	5-530p	:30) DBV232000H			\$350.00	NM
10 06/27	/00	07/02/22	\\\/\\/		E20.65	MTWTF	:30	3	\$400.00	NM		
10 06/27	/23	07/03/23	P	AS11 NEWS @ 530	530-op		.30	3	\$400.00	INIVI		
Weeks	s:	Start Date	End D	Date MTWTFSS	Spots/Week	Rate						
		06/27/23	07/03/		3	\$400.00						
Spots: <u>#</u>	<u>Ch</u>	Day A	ir Date	Air Time Descript	ion	Start/End Time	Lengt	<u>h Ad-ID</u>			Rate T	уре
2	WHA		6/28/23	5:57 PM WHAS1	1 NEWS @ 530P	530-6p	:30	DBV232000H			+	NM
1	WHA		6/29/23	5:44 PM WHAS1	1 NEWS @ 530P	530-6p	-	DBV232000H			\$400.00	NM
3	WHA	AS M 07	7/03/23	5:38 PM WHAS1	1 NEWS @ 530P	530-6p	:3	D DBV232000H	[\$400.00	NM
11 06/27	/23	07/03/23	WHA	AS11 NEWS @ 6p	6-630p	MTWTF	:30	3	\$450.00	NM		
11 00/21	/20	01/00/20	••••		0.000b		.00	Ũ	φ100.00			
Weeks		Start Date	End D		Spots/Week	Rate						
_		06/27/23	07/03/		3	\$450.00						_
Spots: #	<u>Ch</u>	Day A		Air Time Descript		Start/End Time		<u>h</u> <u>Ad-ID</u>			Rate T	
3	WHA		6/27/23	6:27 PM WHAS1	•	6-630p	-) DBV232000H			+	NM
2	WHA		6/29/23	6:24 PM WHAS1		6-630p	-) DBV232000H			+	NM
1	WHA	AS M 07	7/03/23	6:11 PM WHAS1	1 NEWS @ 6p	6-630p	:30) DBV232000H			\$450.00	NM
12 06/27	/23	07/02/23	WHA	AS11 NEWS SUNDA	630-7p	S	:30	1	\$500.00	NM		
			Y		•							
Weeks		Start Date	End D		Spots/Week	Rate						
Crata: #		06/26/23	07/02/		ion 1	\$500.00	Longt				Doto T	
Spots: #	<u>Ch</u>	Day A	7/02/23	Air Time Descript		Start/End Time		<u>h Ad-ID</u>) DBV232000H			Rate T	
1	WHA	NS SU 0.	1/02/23		1 NEWS SUNDAY	630-7p	.3	J DBv2320001	<u></u>		\$500.00	NM
13 06/27	/23	07/03/23		ERTAINMENT TON	I 7-730p	MTWTF	:30	3	\$500.00	NM		
			GHT									
Weeks		Start Date 06/27/23	End D 07/03/		Spots/Week 3	<u>Rate</u> \$500.00						
Spots: #	Ch	Day Ai		Air Time Descript	-	Start/End Time	l enat	h Ad-ID			Rate T	vne
1 1 1	WHA		6/27/23		AINMENT TONIGHT	7-730p) DBV232000H				NM
3	WHA		6/29/23	-	AINMENT TONIGHT	7-730p) DBV232000H				NM
2	WHA		7/03/23		AINMENT TONIGHT	7-730p	-) DBV232000H			\$500.00	
						•		-				
14 06/27	/23	07/03/23	INSI	DE EDITION	730-8p	МГШГЕ	:30	3	\$500.00	NM		
Mack	<u>.</u>	Start Data	E~4 0	Date MTWTFSS	Spote/Mook	Poto						
Weeks		Start Date 06/27/23	<u>End D</u> 07/03/		Spots/Week	<u>Rate</u> \$500.00						
Spots: #	Ch	Day A		Air Time Descripti	-	Start/End Time	Lenat	h Ad-ID			Rate T	vpe
1		\S Tu 06		7:51 PM INSIDE		730-8p) DBV232000H			\$500.00	_
1					-	1						

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			-
Invoice #	2732450-1	Invoice Month	July 2023
Invoice Date	07/09/23	Invoice Period	06/26/23 - 07/03/23
Advertiser	ISS/ Defending Bluegras	s Values	
Product	Issue		
Estimate #	12701		

Line S	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
14 0	6/27/23	07/03/23	INSIDE EDITIO	NC	730-8p	MTWTF	:30	3	\$500.00	NM	
Spots:	2 W	<u>n Day</u> Air HAS W 06 HAS Th 06	/28/23 7:44 PM	-	tion EDITION EDITION	Start/End Time 730-8p 730-8p	:3	<u>h Ad-ID</u> 0 dbv23200 0 dbv23200			<u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM
15 0	6/27/23	06/29/23	STATION 19		8-9p	T	:30	1	\$1,275.00	NM	
W Spots:		<u>Start Date</u> 06/26/23 <u>Day Air</u> HAS Th 06	Date <u>Air Time</u>	WTFSS - T <u>Descrip</u> M STATIC	<u>ition</u>	Rate \$1,275.00 Start/End Time 8-9p		<u>h Ad-ID</u> 0 DBV23200	ООН		<u>Rate</u> <u>Type</u> \$1,275.00 NM
16 0	6/27/23	06/30/23	20/20		9:00 PM-11:00 PM	F	:30	1	\$650.00	NM	
W Spots:		<u>Start Date</u> 06/26/23 <u>Day Air</u> HAS F 06	07/02/23	WTFSS F <u>Descrip</u> / 20/20	Spots/Week 1 tion	<u>Rate</u> \$650.00 <u>Start/End Time</u> 9:00 PM-11:00 F		<u>h Ad-ID</u> 0 DBV23200	ООН		<u>Rate</u> <u>Type</u> \$650.00 NM
17 0	6/27/23	07/03/23	WHAS11 NEW M-F/SU	/S AT 11	11-1135p	MTWTF-S	:30	3	\$400.00	NM	
W	/eeks:	Start Date 06/27/23	End Date MT	WTFSS WTF-S	Spots/Week 3	Rate \$400.00					
Spots:	2 W 3 W	<u>Day Air</u> HAS Tu 06 HAS Su 07 HAS M 07	/27/23 11:33 PM /02/23 11:34 PM	/ WHAS1	<u>vtion</u> 11 NEWS AT 11 M-F/S 11 NEWS AT 11 M-F/S 11 NEWS AT 11 M-F/S	SU 11-1135p	:3 :3	<u>h Ad-ID</u> 0 DBV23200 0 DBV23200 0 DBV23200	ЮН		Rate Type \$400.00 NM \$400.00 NM \$400.00 NM
18 0	6/27/23	07/01/23	WHAS11 NEW SAT	/S AT 11	11-1135p	S-	:30	1	\$300.00	NM	
W Spots:		<u>Start Date</u> 06/26/23 <u>Day Air</u> HAS Sa 07	<u>Date</u> <u>Air Time</u>	<u>WTFSS</u> S- è_ <u>Descrip</u> и WHAS1	Spots/Week 1 tion 11 NEWS AT 11 SAT	Rate \$300.00 Start/End Time 11-1135p		<u>h Ad-ID</u> 0 DBV23200	ООН		<u>Rate</u> <u>Type</u> \$300.00 NM
19 0	6/27/23	07/03/23	Local News @	6p M-F	6-630p	MTWTF	:30	1	\$450.00	NM	
	/eeks: : <u># Cł</u> 1 Wi	<u>Start Date</u> 06/27/23 <u>Day Air</u> HAS W 06	07/03/23 MT Date <u>Air Time</u>	WTFSS WTF <u>Descrip</u> / Local N	Spots/Week 1 tion lews @ 6p M-F	<u>Rate</u> \$450.00 <u>Start/End Time</u> 6-630p		<u>h Ad-ID</u> 0 DBV23200	ООН		<u>Rate</u> <u>Type</u> \$450.00 NM
20 0	6/27/23	07/03/23	Nightline		1237-106a	МГWГF	:30	1	\$50.00	NM	
W Spots:		<u>Start Date</u> 06/27/23 <u>Day Air</u> HAS M 07	07/03/23 MT Date <u>Air Time</u>	WTFSS WTF <u>Descrip</u> MNightlin		<u>Rate</u> \$50.00 <u>Start/End Time</u> 1237-106a		h <u>Ad-ID</u> 0 DBV23200	ООН		<u>Rate</u> <u>Type</u> \$50.00 NM

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	WHAS		Invoice #	2732450-1		Invoice Month	July 2023
while offer	P.O. Box 637386		Invoice Date	07/09/23		Invoice Period	06/26/23 - 07/03/23
WHASI1	Cincinnati, OH 45263	3-7386	Advertiser	ISS/ Defen	ding Bluegras	s Values	
ON YOUR SIDE			Product	Issue			
			Estimate #	12701			
					Spots/		
Line Start Date End Da	te Description	Start/End Time	MTWTFSS	Length	Week	Rate Ty	ре
			Total Spots	2	19		

Include Invoice # on Check - Payment Terms 30 Days	Gross Total
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\$17,445.00	Gross Total
\$2,616.75	Agency Commission
\$14,828.25	Net Amount Due

Page 5 of 5

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