

# PREVIEW



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

Property	WHAS		
Invoice #		Order #	2752386
Invoice Date		Alt Order #	WOC14233220
Invoice Month	August 2023	Deal #	
Invoice Period	07/31/23 - 08/21/23	Flight Dates	08/15/23 - 08/21/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12710		
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	08/15/23	08/21/23	GD MRN AMR-ABC	7:00 AM-8:00 AM	MTWTF--	:30	6	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/15/23 08/21/23 MTWTF-- 6 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Tu 08/15/23 7:27 AM GD MRN AMR-ABC 7:00 AM-8:00 AM :30 DBV233000H \$325.00 NM 2 WHAS W 08/16/23 7:23 AM GD MRN AMR-ABC 7:00 AM-8:00 AM :30 DBV233000H \$325.00 NM 6 WHAS Th 08/17/23 7:28 AM GD MRN AMR-ABC 7:00 AM-8:00 AM :30 DBV233000H \$325.00 NM 3 WHAS Th 08/17/23 7:58 AM GD MRN AMR-ABC 7:00 AM-8:00 AM :30 DBV233000H \$325.00 NM 4 WHAS F 08/18/23 7:24 AM GD MRN AMR-ABC 7:00 AM-8:00 AM :30 DBV233000H \$325.00 NM 5 WHAS M 08/21/23 7:40 AM GD MRN AMR-ABC 7:00 AM-8:00 AM :30 DBV233000H \$325.00 NM									
2	08/15/23	08/21/23	GD MRN AMR-ABC	8:00 AM-9:00 AM	MTWTF--	:30	8	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/15/23 08/21/23 MTWTF-- 8 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WHAS Tu 08/15/23 8:47 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 6 WHAS W 08/16/23 8:12 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 2 WHAS W 08/16/23 8:54 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 1 WHAS Th 08/17/23 8:29 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 3 WHAS Th 08/17/23 8:59 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 4 WHAS F 08/18/23 8:40 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 5 WHAS M 08/21/23 8:11 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM 8 WHAS M 08/21/23 8:48 AM GD MRN AMR-ABC 8:00 AM-9:00 AM :30 DBV233000H \$325.00 NM									
3	08/15/23	08/19/23	AVG. ALL WKS	6-7a	-----S-	:30	1	\$80.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/23 08/20/23 -----S- 1 \$80.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Sa 08/19/23 6:20 AM AVG. ALL WKS 6-7a :30 DBV233000H \$80.00 NM									
4	08/15/23	08/19/23	AVG. ALL WKS	7-9a	-----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> 08/14/23 08/20/23 -----S- 1 \$180.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS Sa 08/19/23 7:54 AM AVG. ALL WKS 7-9a :30 DBV233000H \$180.00 NM									

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**WHAS**  
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**Cincinnati, OH 45263-7386**

Invoice #		Invoice Month	August 2023
Invoice Date		Invoice Period	07/31/23 - 08/21/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12710		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	08/15/23	08/19/23	AVG. ALL WKS	7-9a	-----S-	:30	1	\$180.00	NM
5	08/15/23	08/20/23	GD MRN-SUN-ABC	8-9a	-----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> 08/14/23 08/20/23 -----S 1 \$200.00									
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 08/20/23 8:42 AM GD MRN-SUN-ABC 8-9a :30 DBV233000H \$200.00 NM									
6	08/15/23	08/21/23	WHAS NWS 12N	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> 08/15/23 08/21/23 MTWTF-- 2 \$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> 2 WHAS Th 08/17/23 12:17 PM WHAS NWS 12N 12:00 PM-12:30 PM :30 DBV233000H \$180.00 NM 1 WHAS M 08/21/23 12:14 PM WHAS NWS 12N 12:00 PM-12:30 PM :30 DBV233000H \$180.00 NM									
7	08/15/23	08/21/23	WHAS NWS 12N	12:30 PM-1:00 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> 08/15/23 08/21/23 MTWTF-- 2 \$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 Th 08/17/23 12:47 PM WHAS NWS 12N 12:30 PM-1:00 PM :30 DBV233000H \$180.00 NM 2 WHAS F 08/18/23 12:52 PM WHAS NWS 12N 12:30 PM-1:00 PM :30 DBV233000H \$180.00 NM									
8	08/15/23	08/21/23	GMA3-KNOW-ABC<	1-2p	MTWTF--	:30	3	\$180.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/15/23 08/21/23 MTWTF-- 3 \$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> 3 WHAS W 08/16/23 12:59 PM GMA3-KNOW-ABC< 1-2p :30 DBV233000H \$180.00 NM 1 WHAS Th 08/17/23 1:55 PM GMA3-KNOW-ABC< 1-2p :30 DBV233000H \$180.00 NM 2 WHAS F 08/18/23 1:52 PM GMA3-KNOW-ABC< 1-2p :30 DBV233000H \$180.00 NM									
9	08/15/23	08/21/23	GENRL HOSPITAL	2-3p	MTWTF--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/15/23 08/21/23 MTWTF-- 3 \$250.00									
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> 2 WHAS Tu 08/15/23 2:22 PM GENRL HOSPITAL 2-3p :30 DBV233000H \$250.00 NM 3 WHAS F 08/18/23 2:59 PM GENRL HOSPITAL 2-3p :30 DBV233000H \$250.00 NM 1 WHAS M 08/21/23 2:59 PM GENRL HOSPITAL 2-3p :30 DBV233000H \$250.00 NM									
10	08/15/23	08/21/23	WHAS11 NWS@4PM	4:00 PM-4:30 PM	MTWTF--	:30	3	\$180.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/15/23 08/21/23 MTWTF-- 3 \$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> 3 WHAS Tu 08/15/23 4:13 PM WHAS11 NWS@4PM 4:00 PM-4:30 PM :30 DBV233000H \$180.00 NM 2 WHAS W 08/16/23 4:27 PM WHAS11 NWS@4PM 4:00 PM-4:30 PM :30 DBV233000H \$180.00 NM 1 WHAS M 08/21/23 4:13 PM WHAS11 NWS@4PM 4:00 PM-4:30 PM :30 DBV233000H \$180.00 NM									
11	08/15/23	08/21/23	WHAS11 NWS@4PM	4:30 PM-5:00 PM	MTWTF--	:30	3	\$180.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/15/23 08/21/23 MTWTF-- 3 \$180.00									

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**WHAS**  
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**Cincinnati, OH 45263-7386**

Invoice #		Invoice Month	August 2023
Invoice Date		Invoice Period	07/31/23 - 08/21/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12710		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																													
11	08/15/23	08/21/23	WHAS11 NWS@4PM	4:30 PM-5:00 PM	MTWTF--	:30	3	\$180.00	NM																																																																													
<table border="0"> <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>W</td> <td>08/16/23</td> <td>4:56 PM</td> <td>WHAS11 NWS@4PM</td> <td>4:30 PM-5:00 PM</td> <td>:30</td> <td>DBV233000H</td> <td>\$180.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WHAS</td> <td>Th</td> <td>08/17/23</td> <td>4:43 PM</td> <td>WHAS11 NWS@4PM</td> <td>4:30 PM-5:00 PM</td> <td>:30</td> <td>DBV233000H</td> <td>\$180.00</td> <td>NM</td> </tr> <tr> <td>2</td> <td>WHAS</td> <td>M</td> <td>08/21/23</td> <td>4:29 PM</td> <td>WHAS11 NWS@4PM</td> <td>4:30 PM-5:00 PM</td> <td>:30</td> <td>DBV233000H</td> <td>\$180.00</td> <td>NM</td> </tr> </table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WHAS	W	08/16/23	4:56 PM	WHAS11 NWS@4PM	4:30 PM-5:00 PM	:30	DBV233000H	\$180.00	NM	3	WHAS	Th	08/17/23	4:43 PM	WHAS11 NWS@4PM	4:30 PM-5:00 PM	:30	DBV233000H	\$180.00	NM	2	WHAS	M	08/21/23	4:29 PM	WHAS11 NWS@4PM	4:30 PM-5:00 PM	:30	DBV233000H	\$180.00	NM																																	
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1	WHAS	W	08/16/23	4:56 PM	WHAS11 NWS@4PM	4:30 PM-5:00 PM	:30	DBV233000H	\$180.00	NM																																																																												
3	WHAS	Th	08/17/23	4:43 PM	WHAS11 NWS@4PM	4:30 PM-5:00 PM	:30	DBV233000H	\$180.00	NM																																																																												
2	WHAS	M	08/21/23	4:29 PM	WHAS11 NWS@4PM	4:30 PM-5:00 PM	:30	DBV233000H	\$180.00	NM																																																																												
12	08/15/23	08/21/23	WHAS NWS 5.00	5-530p	MTWTF--	:30	3	\$350.00	NM																																																																													
<table border="0"> <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>08/15/23</td> <td>08/21/23</td> <td>MTWTF--</td> <td>3</td> <td>\$350.00</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>5</td> <td>WHAS</td> <td>Tu</td> <td>08/15/23</td> <td>5:25 PM</td> <td>WHAS NWS 5.00</td> <td>5-530p</td> <td>:30</td> <td>DBV233000H</td> <td>\$350.00</td> <td>NM</td> </tr> <tr> <td>4</td> <td>WHAS</td> <td>Th</td> <td>08/17/23</td> <td>5:14 PM</td> <td>WHAS NWS 5.00</td> <td>5-530p</td> <td>:30</td> <td>DBV233000H</td> <td>\$350.00</td> <td>NM</td> </tr> <tr> <td>3</td> <td>WHAS</td> <td>F</td> <td>08/18/23</td> <td>5:24 PM</td> <td>WHAS NWS 5.00</td> <td>5-530p</td> <td>:30</td> <td>DBV233000H</td> <td>\$350.00</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>							08/15/23	08/21/23	MTWTF--	3	\$350.00						Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	5	WHAS	Tu	08/15/23	5:25 PM	WHAS NWS 5.00	5-530p	:30	DBV233000H	\$350.00	NM	4	WHAS	Th	08/17/23	5:14 PM	WHAS NWS 5.00	5-530p	:30	DBV233000H	\$350.00	NM	3	WHAS	F	08/18/23	5:24 PM	WHAS NWS 5.00	5-530p	:30	DBV233000H	\$350.00	NM											
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5	WHAS	Tu	08/15/23	5:25 PM	WHAS NWS 5.00	5-530p	:30	DBV233000H	\$350.00	NM																																																																												
4	WHAS	Th	08/17/23	5:14 PM	WHAS NWS 5.00	5-530p	:30	DBV233000H	\$350.00	NM																																																																												
3	WHAS	F	08/18/23	5:24 PM	WHAS NWS 5.00	5-530p	:30	DBV233000H	\$350.00	NM																																																																												
13	08/15/23	08/21/23	WHAS NWS 5.30	530-6p	MTWTF--	:30	3	\$400.00	NM																																																																													
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2	WHAS	F	08/18/23	5:41 PM	WHAS NWS 5.30	530-6p	:30	DBV233000H	\$400.00	NM																																																																												
14	08/15/23	08/21/23	WHAS NWS 6PM	6-630p	MTWTF--	:30	4	\$450.00	NM																																																																													
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# PREVIEW



Send Payment To:

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

Invoice #		Invoice Month	August 2023
Invoice Date		Invoice Period	07/31/23 - 08/21/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12710		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
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	08/14/23	08/20/23	----F--	1	\$750.00																																																																																		

# PREVIEW



Send Payment To:

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

Invoice #		Invoice Month	August 2023
Invoice Date		Invoice Period	07/31/23 - 08/21/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12710		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
24	08/15/23	08/18/23	Shark Tank	8-9p	----F--	:30	1	\$750.00	NM																																												
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27	08/21/23	08/21/23	WHAS NWS 6PM	6-630p	M-----	:30	1	\$450.00	NM																																												
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28	08/16/23	08/16/23	4a-4x ROS Excludes Pri me	4a-4x	--W----	:30	1	\$0.00	NM																																												
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**Total Spots 65**

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

<u>Gross Total</u>	<b>\$23,840.00</b>
<u>Agency Commission</u>	<b>\$3,576.00</b>
<u>Net Amount Due</u>	<b>\$20,264.00</b>