

PREVIEW



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

Property	WHAS		
Invoice #		Order #	2752434
Invoice Date		Alt Order #	WOC14233246
Invoice Month	October 2023	Deal #	
Invoice Period	09/25/23 - 09/25/23	Flight Dates	09/19/23 - 09/25/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12715		
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	09/19/23	09/25/23	GMK @ 6A	6:00 AM-6:30 AM	MTWTF--	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS M 09/25/23 6:20 AM GMK @ 6A 6:00 AM-6:30 AM :30 DBV236000H \$300.00 NM									
2	09/19/23	09/25/23	GMK @ 630A	6:30 AM-7:00 AM	MTWTF--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 3 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WHAS M 09/25/23 6:39 AM GMK @ 630A 6:30 AM-7:00 AM :30 DBV236000H \$300.00 NM									
3	09/19/23	09/25/23	GOOD MORNING AMER ICA 7A	7:00 AM-8:00 AM	MTWTF--	:30	5	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 5 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WHAS M 09/25/23 7:24 AM GOOD MORNING AMERICA 7A 7:00 AM-8:00 AM :30 DBV236000H \$325.00 NM									
4	09/19/23	09/25/23	GOOD MORNING AMER ICA 8A	8:00 AM-9:00 AM	MTWTF--	:30	5	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 5 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WHAS M 09/25/23 8:49 AM GOOD MORNING AMERICA 8A 8:00 AM-9:00 AM :30 DBV236000H \$325.00 NM									
8	09/19/23	09/25/23	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> 09/19/23 09/25/23 MTWTF-- 2 \$180.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WHAS M 09/25/23 12:14 PM WHAS11 NEWS AT NOON 12:00 PM-12:30 PM :30 DBV236000H \$180.00 NM									
9	09/19/23	09/25/23	WHAS11 NEWS AT 123 OP	12:30 PM-1:00 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> 09/19/23 09/25/23 MTWTF-- 3 \$180.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WHAS M 09/25/23 12:48 PM WHAS11 NEWS AT 1230P 12:30 PM-1:00 PM :30 DBV236000H \$180.00 NM									

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Invoice #		Invoice Month	October 2023
Invoice Date		Invoice Period	09/25/23 - 09/25/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12715		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	09/19/23	09/25/23	WHAS11 NEWS AT 123 0P	12:30 PM-1:00 PM	MTWTF--	:30	3	\$180.00	NM
10	09/19/23	09/25/23	GMA3	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> 09/19/23 09/25/23 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> 1 WHAS M 09/25/23 1:28 PM GMA3 1-2p :30 DBV236000H \$180.00 NM									
11	09/19/23	09/25/23	GENERAL 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> 09/19/23 09/25/23 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> 3 WHAS M 09/25/23 2:59 PM GENERAL HOSPITAL 2-3p :30 DBV236000H \$250.00 NM									
12	09/19/23	09/25/23	WHAS11 NEWS @ 4P	4:00 PM-4:30 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> 09/19/23 09/25/23 MTWTF-- 2 \$180.00									
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13	09/19/23	09/25/23	WHAS11 NEWS @ 430 P	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> 09/19/23 09/25/23 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 M 09/25/23 4:45 PM WHAS11 NEWS @ 430P 4:30 PM-5:00 PM :30 DBV236000H \$180.00 NM									
15	09/19/23	09/25/23	WHAS11 NEWS @ 530 P	530-6p	MTWTF--	:30	3	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 3 \$400.00									
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18	09/19/23	09/25/23	ENTERTAINMENT TONI GHT	7-730p	MTWTF--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 2 \$500.00									
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19	09/19/23	09/25/23	INSIDE EDITION	730-8p	MTWTF--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-- 3 \$500.00									
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25	09/19/23	09/25/23	WHAS11 NEWS AT 11 M-F/SU	11-1135p	MTWTF-S	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/19/23 09/25/23 MTWTF-S 4 \$400.00									
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Invoice #		Invoice Month	October 2023
Invoice Date		Invoice Period	09/25/23 - 09/25/23
Advertiser	ISS/ Defending Bluegrass Values		
Product	Issue		
Estimate #	12715		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
25	09/19/23	09/25/23	WHAS11 NEWS AT 11 M-F/SU	11-1135p	MTWTF-S	:30	4	\$400.00	NM																																																																														
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27	09/19/23	09/25/23	JIMMY KIMMEL	1135p-1237a	MTWTF--	:30	3	\$120.00	NM																																																																														
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30	09/25/23	09/25/23	NFL Mo Game	Various	M-----	:30	1	\$5,000.00	NM																																																																														
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<u>Total Spots</u>							16																																																																																

Include Invoice # on Check - Payment Terms 30 Days

<u>Gross Total</u>	\$8,560.00
<u>Agency Commission</u>	\$1,284.00
<u>Net Amount Due</u>	\$7,276.00