

# ORDER

**Orders**  
**Order / Rev:** 2707260  
**Alt Order #:** WOC14134989  
**Product Desc:** Issue  
**Estimate:** 12686  
**Flight Dates:** 05/30/23 - 06/05/23  
**Original Date / Rev:** 05/24/23 / 05/25/23  
**Order Type:** General

**WHAS**  
**Primary AE:** Taylor Fritsch  
**Sales Office:** TSWAS  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media/ POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
3050 K Street NW  
Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** ISS/ Defending Bluegrass Values  
**Demographic:** A35+  
**Product Codes:** IS-Governor  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** M217166  
**Agency External ID:** 2086AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/29/23	06/05/23	45	\$15,475.00	\$13,153.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	45	\$15,475.00	\$13,153.75	0.00
<b>Totals</b>	<b>45</b>	<b>\$15,475.00</b>	<b>\$13,153.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHAS	12%	\$15,475.00
Market	100%	\$128,958.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$113,483.33
WAVE	0%	\$0.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	0%	\$0.00
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	05/30/23	06/05/23	Local News @ 6a M-F GMK @ 6A	CM		MTWTF--	:30	5	\$300.00	P02	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					5	\$300.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					5	\$300.00		0.00			
N 2	WHAS	05/30/23	06/05/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MTWTF--	:30	8	\$325.00	P02	0.00	NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					8	\$325.00		0.00			
N 3	WHAS	05/30/23	06/03/23	Good Morning America GOOD MORNING AMERICA	CM		-----S-	:30	1	\$180.00	P02	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/23	06/04/23	-----S-					1	\$180.00		0.00			
N 4	WHAS	05/30/23	06/04/23	iCrimes 105-135a 105-135a M-F	CM	105-135a	-TWTF--	:30	4	\$50.00	P02	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/23	06/04/23	-TWTF--					4	\$50.00		0.00			
N 5	WHAS	05/30/23	06/05/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	MTWTF--	:30	3	\$180.00	P02	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					3	\$180.00		0.00			
N 6	WHAS	05/30/23	06/05/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	MTWTF--	:30	3	\$180.00	P02	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					3	\$180.00		0.00			
N 7	WHAS	05/30/23	06/05/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	MTWTF--	:30	2	\$350.00	P02	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					2	\$350.00		0.00			
N 8	WHAS	05/30/23	06/05/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	MTWTF--	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					3	\$400.00		0.00			
N 9	WHAS	05/30/23	06/05/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MTWTF--	:30	3	\$450.00	P02	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					3	\$450.00		0.00			
N 10	WHAS	05/30/23	06/03/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	-----S-	:30	1	\$240.00	P02	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/23	06/04/23	-----S-					1	\$240.00		0.00			
N 11	WHAS	05/30/23	06/04/23	ET 7-730p ET 7-730p	CM	7-730p	-TWTF--	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/23	06/04/23	-TWTF--					1	\$500.00		0.00			
N 12	WHAS	05/30/23	06/05/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	MTWTF--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					3	\$500.00		0.00			
N 13	WHAS	05/30/23	06/05/23	Inside Ed 730-8p INSIDE EDITION	CM		MTWTF--	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/23	06/05/23	MTWTF--					2	\$500.00		0.00			
N 14	WHAS	05/30/23	06/01/23	Thu Prime A STATION 19	CM	8-9p	---T---	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/23	06/04/23	---T---					1	\$1,275.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/29/23	06/04/23	---T---					1	\$1,275.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WHAS	05/29/23-06/04/23		Thu Prime A					8-9p	---Th-----	:30	<del>(\$1,275.00)</del>	0.00	NM		
See MG 14.2																
[Program Change-NBA Finals-msw]																
2	WHAS	05/29/23-06/04/23		Wed Prime Other					8-11p	--W-----	:30	\$1,275.00	0.00	NM		
Ⓜ MG for 14.1 06/01																
N 15	WHAS	05/30/23	06/02/23	Fri Prime Other 20/20	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----F--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/29/23	06/04/23	----F--					1	\$650.00		0.00				
N 16	WHAS	05/30/23	06/05/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	MTWTF-S	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/30/23	06/05/23	MTWTF-S					3	\$400.00		0.00				
N 17	WHAS	05/30/23	06/03/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----S-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/29/23	06/04/23	-----S-					1	\$300.00		0.00				
													Totals	45	\$15,475.00	