

ORDER

Orders
Order / Rev: 2714305
 Alt Order #: WOC14149666
 Product Desc: Issue
 Estimate: 12691
 Flight Dates: 06/13/23 - 06/19/23
 Original Date / Rev: 06/12/23 / 06/20/23
 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	06/19/23	48	\$17,195.00	\$14,615.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	48	\$17,195.00	\$14,615.75	0.00
Totals	48	\$17,195.00	\$14,615.75	0.00

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	19%	\$17,195.00
Market	100%	\$90,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$73,305.00
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	06/13/23	06/19/23	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:		06/13/23	06/19/23	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
N 2	WHAS	06/13/23	06/19/23	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: 06/13/23	06/19/23	MTWTF--					5	\$300.00		0.00			
		GOOD MORNING AMERICA													
N 3	WHAS	06/13/23	06/17/23	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: 06/13/23	06/19/23	MTWTF--					8	\$325.00		0.00			
		GOOD MORNING AMERICA													
N 4	WHAS	06/13/23	06/18/23	Good Morning America	CM	8-9a	-----S	:30	1	\$200.00	P02	0.00	NM	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: 06/12/23	06/18/23	-----S-					1	\$180.00		0.00			
		GOOD MORNING AMERICA													
N 5	WHAS	06/13/23	06/19/23	Local News @ 12p M-F	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: 06/13/23	06/19/23	MTWTF--					3	\$180.00		0.00			
		WHAS11 NEWS AT NOON													
N 6	WHAS	06/13/23	06/19/23	GMA3	CM	1-2p	MTWTF--	:30	2	\$180.00	P02	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/13/23	06/19/23	MTWTF--					2	\$180.00		0.00			
		GMA3													
N 7	WHAS	06/13/23	06/19/23	General Hospital	CM	2-3p	MTWTF--	:30	3	\$250.00	P02	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/13/23	06/19/23	MTWTF--					3	\$250.00		0.00			
		GENERAL HOSPITAL													
		<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>		
		3	WHAS	06/13/23-06/19/23	General Hospital	2-3p	MTWThF----	:30		(\$250.00)		0.00	NM		
		See MG 7.5													
		[Recon Preempt-Breaking News: DNA ABC News aired a special report on Donald Trump's arraignment]													
		5	WHAS	06/13/23-06/19/23	General Hospital	2-3p	MTWThF----	:30		\$250.00		0.00	NM		
		MG for 7.3 06/13													
N 8	WHAS	06/13/23	06/19/23	Local News @ 4p M-F	CM		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: 06/13/23	06/19/23	MTWTF--					3	\$180.00		0.00			
		WHAS11 NEWS @ 4P													
		<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>		
		2	WHAS	06/13/23-06/19/23	Local News @ 4p M-F		MTWThF----	:30		(\$180.00)		0.00	NM		
		See MG 8.4													
		[Recon Preempt-Breaking News: DNA ABC News aired a special report on Donald Trump's arraignment]													
		4	WHAS	06/13/23-06/19/23	Local News @ 4p M-F		MTWThF----	:30		\$180.00		0.00	NM		
		MG for 8.2 06/13													
N 9	WHAS	06/13/23	06/19/23	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/13/23	06/19/23	MTWTF--					3	\$350.00		0.00			
		WHAS11 NEWS @ 5p													
N 10	WHAS	06/13/23	06/19/23	Local News @ 530p M-F	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: 06/13/23	06/19/23	MTWTF--					3	\$400.00		0.00			
		WHAS11 NEWS @ 530P													
N 11	WHAS	06/13/23	06/19/23	Local News @ 6p M-F	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: 06/13/23	06/19/23	MTWTF--					3	\$450.00		0.00			
		WHAS11 NEWS @ 6p													
N 12	WHAS	06/13/23	06/18/23	Local News @ 630p Su	CM	630-7p	-----S	: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: 06/12/23	06/18/23	-----S					1	\$500.00		0.00			
		WHAS11 NEWS SUNDAY													
N 13	WHAS	06/13/23	06/19/23		CM		MTWTF--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ET 7-730p											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/13/23	06/19/23	MTWTF--					3	\$500.00		0.00			
N 14	WHAS	06/13/23	06/19/23	Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/13/23	06/19/23	MTWTF--					3	\$500.00		0.00			
N 15	WHAS	06/13/23	06/15/23	Thu Prime A	CM	8-9p	---T---	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00
				STATION 19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	---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	06/12/23-06/18/23		Thu Prime A		8-9p	---Th-----	:30		(\$1,275.00)		0.00	NM		
		See MG 15.2													
2	WHAS	06/12/23-06/18/23		Tue Prime A		8-9p	-T-----	:30		\$1,275.00		0.00	NM		
		Ⓜ MG for 15.1 06/15													
N 16	WHAS	06/13/23	06/16/23	Fri Prime Other	CM	9:00 PM-11:00 PM	----F--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				20/20											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	----F--					1	\$650.00		0.00			
N 17	WHAS	06/13/23	06/19/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
				WHAS11 NEWS AT 11 M-F/SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/13/23	06/19/23	MTWTF-S					3	\$400.00		0.00			
N 18	WHAS	06/13/23	06/17/23	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
				WHAS11 NEWS AT 11 SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	-----S-					1	\$300.00		0.00			
													Totals	48	\$17,195.00