

ORDER

Orders
Order / Rev: 2718717
Alt Order #: WOC14178147
Product Desc: Issue
Estimate: 12696
Flight Dates: 06/20/23 - 06/26/23
Original Date / Rev: 06/15/23 / 06/26/23
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: A25-54
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: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/29/23	06/25/23	37	\$13,460.00	\$11,441.00
06/26/23	06/26/23	9	\$2,985.00	\$2,537.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	37	\$13,460.00	\$11,441.00	0.00
July 2023	9	\$2,985.00	\$2,537.25	0.00
Totals	46	\$16,445.00	\$13,978.25	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%	\$16,445.00
Market	100%	\$86,552.63

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$70,107.63
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	06/20/23	06/26/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-7:00 AM	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>					

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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	06/20/23	06/26/23	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: 06/20/23	06/26/23	MTWTF--					5	\$300.00		0.00			
		GOOD MORNING AMERICA													
N 3	WHAS	06/20/23	06/24/23	Good Morning America	CM	7:00 AM-9:00 AM	-----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: 06/20/23	06/26/23	MTWTF--					8	\$325.00		0.00			
		GOOD MORNING AMERICA													
N 4	WHAS	06/20/23	06/25/23	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: 06/19/23	06/25/23	-----S-					1	\$180.00		0.00			
		GOOD MORNING AMERICA													
N 5	WHAS	06/20/23	06/26/23	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: 06/20/23	06/26/23	MTWTF--					3	\$180.00		0.00			
		WHAS11 NEWS AT NOON													
N 6	WHAS	06/20/23	06/26/23	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: 06/20/23	06/26/23	MTWTF--					2	\$180.00		0.00			
		GMA3													
N 7	WHAS	06/20/23	06/26/23	General Hospital	CM	2-3p	MTWTF--	:30	2	\$250.00	P02	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/20/23	06/26/23	MTWTF--					2	\$250.00		0.00			
		GENERAL HOSPITAL													
N 8	WHAS	06/20/23	06/26/23	Local News @ 4p M-F	CM	4:00 PM-5:00 PM	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: 06/20/23	06/26/23	MTWTF--					3	\$180.00		0.00			
		WHAS11 NEWS @ 4P													
N 9	WHAS	06/20/23	06/26/23	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: 06/20/23	06/26/23	MTWTF--					3	\$350.00		0.00			
		WHAS11 NEWS @ 5p													
N 10	WHAS	06/20/23	06/26/23	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: 06/20/23	06/26/23	MTWTF--					3	\$400.00		0.00			
		WHAS11 NEWS @ 530P													
N 11	WHAS	06/20/23	06/26/23	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: 06/20/23	06/26/23	MTWTF--					3	\$450.00		0.00			
		WHAS11 NEWS @ 6p													
N 12	WHAS	06/20/23	06/25/23	Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$500.00	P02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	-----S					1	\$500.00		0.00			
		WHAS11 NEWS SUNDAY													
		<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	06/19/23-06/25/23	Local News @ 630p Su	630-7p	-----Su	:30		(\$500.00)		0.00	NM		
		Credited [cr]													
N 13	WHAS	06/20/23	06/26/23	ET 7-730p	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: 06/20/23	06/26/23	MTWTF--					3	\$500.00		0.00			
		ENTERTAINMENT TONIGHT													
N 14	WHAS	06/20/23	06/26/23	Inside Ed 730-8p	CM	730-8p	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: 06/20/23	06/26/23	MTWTF--					3	\$500.00		0.00			
		INSIDE EDITION													
N 15	WHAS	06/20/23	06/22/23		CM	9-10p	-T-----	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Tue Prime B												
				Tue Prime B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		06/19/23	06/25/23	-T-----		1		\$1,275.00		0.00						
N 16	WHAS	06/20/23	06/23/23	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:		06/19/23	06/25/23	----F--		1		\$650.00		0.00						
N 17	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF-S		3		\$400.00		0.00						
N 18	WHAS	06/20/23	06/24/23	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:		06/19/23	06/25/23	-----S-		1		\$300.00		0.00						
													Totals	46	\$16,445.00	