

# ORDER

**Orders**  
**Order / Rev:** 2752441  
 Alt Order #: WOC14233263  
 Product Desc: Issue  
 Estimate: 12718  
 Flight Dates: 10/10/23 - 10/16/23  
 Original Date / Rev: 08/09/23 / 08/09/23  
 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: A50+  
 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
09/25/23	10/16/23	68	\$25,745.00	\$21,883.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	68	\$25,745.00	\$21,883.25	0.00
<b>Totals</b>	<b>68</b>	<b>\$25,745.00</b>	<b>\$21,883.25</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%	\$25,745.00
Market	100%	\$214,541.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$188,796.67
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	10/10/23	10/16/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$300.00	P02	0.00	NM	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: 10/10/23	10/16/23	MTWTF--		2				\$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: 10/10/23	10/16/23	MTWTF--		2				\$300.00		0.00			
N 2	WHAS	10/10/23	10/16/23	Local News @ 6a M-F GMK @ 630A	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$300.00	P02	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/23	10/16/23	MTWTF--		3				\$300.00		0.00			
N 3	WHAS	10/10/23	10/16/23	Good Morning America GOOD MORNING AMERICA 7	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/23	10/16/23	MTWTF--		5				\$325.00		0.00			
N 4	WHAS	10/10/23	10/16/23	Good Morning America GOOD MORNING AMERICA 8	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/23	10/16/23	MTWTF--		5				\$325.00		0.00			
N 5	WHAS	10/10/23	10/14/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----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: 10/09/23	10/15/23	-----S-		1				\$180.00		0.00			
N 7	WHAS	10/10/23	10/15/23	This Week Su THIS WEEK	CM	9-10a	-----S	:30	1	\$350.00	P02	0.00	NM	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: 10/09/23	10/15/23	-----S		1				\$350.00		0.00			
N 8	WHAS	10/10/23	10/16/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	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: 10/10/23	10/16/23	MTWTF--		2				\$180.00		0.00			
N 9	WHAS	10/10/23	10/16/23	Local News @ 12p M-F WHAS11 NEWS AT 1230P	CM	12:30 PM-1:00 PM (12:30 PM-1:00 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: 10/10/23	10/16/23	MTWTF--		3				\$180.00		0.00			
N 10	WHAS	10/10/23	10/16/23	GMA3 GMA3	CM	1-2p	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: 10/10/23	10/16/23	MTWTF--		3				\$180.00		0.00			
N 11	WHAS	10/10/23	10/16/23	General Hospital 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: 10/10/23	10/16/23	MTWTF--		3				\$250.00		0.00			
N 12	WHAS	10/10/23	10/16/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4:00 PM-4:30 PM (4:00 PM-4:30 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: 10/10/23	10/16/23	MTWTF--		3				\$180.00		0.00			
N 13	WHAS	10/10/23	10/16/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	CM	4:30 PM-5:00 PM (4:30 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: 10/10/23	10/16/23	MTWTF--		3				\$180.00		0.00			
N 14	WHAS	10/10/23	10/16/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	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: 10/10/23	10/16/23	MTWTF--		3				\$350.00		0.00			
N 15	WHAS	10/10/23	10/16/23	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: 10/10/23	10/16/23	MTWTF--		3				\$400.00		0.00			
N 16	WHAS	10/10/23	10/16/23	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: 10/10/23	10/16/23	MTWTF--		3				\$450.00		0.00			
N 17	WHAS	10/10/23	10/15/23		CM	630-7p		:30	1	\$500.00	P02	0.00	NM	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
				Local News @ 630p Su			-----S								
				WHAS11 NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	-----S		1			\$500.00			0.00			
N18	WHAS	10/10/23	10/16/23	ET 7-730p	CM	7-730p	MTWTF--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/10/23	10/16/23	MTWTF--		3			\$500.00			0.00			
N19	WHAS	10/10/23	10/16/23	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:		10/10/23	10/16/23	MTWTF--		3			\$500.00			0.00			
N20	WHAS	10/10/23	10/16/23	Mon Prime C	CM	10-11p	M-----	:30	1	\$1,150.00	P02	0.00	NM	1	\$1,150.00
				THE GOOD DOCTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/10/23	10/16/23	M-----		1			\$1,150.00			0.00			
N21	WHAS	10/10/23	10/11/23	Wed Prime A	CM	8-9p	--W----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				THE CONNERS/THE WONDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	--W----		1			\$750.00			0.00			
N22	WHAS	10/10/23	10/11/23	Wed Prime C	CM	10-11p	--W----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				BIG SKY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	--W----		1			\$750.00			0.00			
N23	WHAS	10/10/23	10/12/23	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:		10/09/23	10/15/23	---T---		1			\$1,275.00			0.00			
N24	WHAS	10/10/23	10/13/23	Fri Prime A	CM	8-9p	----F--	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				SHARK TANK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	----F--		1			\$750.00			0.00			
N25	WHAS	10/10/23	10/13/23	Fri Prime Other	CM	9:00 PM-11:00 PM	----F--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				20/20		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	----F--		1			\$650.00			0.00			
N26	WHAS	10/10/23	10/15/23	Sun Prime B	CM	8-9p	-----S	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
				CELEBRITY JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	-----S		1			\$1,200.00			0.00			
N27	WHAS	10/10/23	10/16/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
				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:		10/10/23	10/16/23	MTWTF-S		4			\$400.00			0.00			
N28	WHAS	10/10/23	10/14/23	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:		10/09/23	10/15/23	-----S-		1			\$300.00			0.00			
N29	WHAS	10/10/23	10/16/23	Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:30	3	\$120.00	P02	0.00	NM	3	\$360.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/10/23	10/16/23	MTWTF--		3			\$120.00			0.00			
N30	WHAS	10/10/23	10/14/23	Inside Ed 1135p-1205a	CM	1135p-1205a	-----S-	:30	1	\$160.00	P02	0.00	NM	1	\$160.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/09/23	10/15/23	-----S-		1			\$160.00			0.00			
N31	WHAS	10/10/23	10/14/23	NCAA FB Daytime Early	GM	12-330p	-----S-	:30	1	\$950.00	P02	0.00	NM	1	\$950.00
				ABC COLLEGE FOOTBALL 12f											
		<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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/09/23	10/15/23	-----S-	1	\$950.00	0.00								
N32	WHAS	10/15/23	10/15/23	Good Morning America Su	SM	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: 10/09/23	10/15/23	-----S	1	\$200.00	0.00								
													Totals	68	\$25,745.00