

ORDER

Orders
Order / Rev: 2705269
Alt Order #: WOC14130505
Product Desc: Issue
Estimate: 12676
Flight Dates: 05/21/23 - 05/29/23
Original Date / Rev: 05/18/23 / 05/18/23
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
05/01/23	05/28/23	36	\$13,165.00	\$11,190.25
05/29/23	05/29/23	7	\$2,310.00	\$1,963.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	36	\$13,165.00	\$11,190.25	0.00
June 2023	7	\$2,310.00	\$1,963.50	0.00
Totals	43	\$15,475.00	\$13,153.75	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	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	05/23/23	05/29/23	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/23	05/29/23	MTWTF--		5				\$300.00		0.00			
N 2	WHAS	05/23/23	05/29/23	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	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: 05/23/23	05/29/23	MTWTF--		8				\$325.00		0.00			
N 3	WHAS	05/23/23	05/27/23	Good Morning America 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: 05/22/23	05/28/23	-----S-		1				\$180.00		0.00			
N 4	WHAS	05/23/23	05/28/23	Great Day Live 9-10a Great Day Live 9-10a	CM	9-10a	-TWTF--	:30	1	\$160.00	P02	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/22/23	05/28/23	-TWTF--		1				\$160.00		0.00			
N 5	WHAS	05/23/23	05/29/23	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: 05/23/23	05/29/23	MTWTF--		3				\$180.00		0.00			
N 6	WHAS	05/23/23	05/29/23	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: 05/23/23	05/29/23	MTWTF--		3				\$180.00		0.00			
N 7	WHAS	05/23/23	05/29/23	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: 05/23/23	05/29/23	MTWTF--		2				\$350.00		0.00			
N 8	WHAS	05/23/23	05/29/23	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: 05/23/23	05/29/23	MTWTF--		3				\$400.00		0.00			
N 9	WHAS	05/23/23	05/29/23	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: 05/23/23	05/29/23	MTWTF--		3				\$450.00		0.00			
N 10	WHAS	05/23/23	05/27/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	6:30 PM-7:00 PM	-----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: 05/22/23	05/28/23	-----S-		1				\$240.00		0.00			
N 11	WHAS	05/21/23	05/21/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	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: 05/15/23	05/21/23	-----S		1				\$500.00		0.00			
N 12	WHAS	05/23/23	05/29/23	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: 05/23/23	05/29/23	MTWTF--		3				\$500.00		0.00			
N 13	WHAS	05/23/23	05/29/23	Inside Ed 730-8p INSIDE EDITION	CM	7:30 PM-8:00 PM	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: 05/23/23	05/29/23	MTWTF--		2				\$500.00		0.00			
N 14	WHAS	05/23/23	05/25/23	Thu Prime Other Thu Prime Other	CM	8-11p	---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: 05/22/23	05/28/23	---T---		1				\$1,275.00		0.00			
N 15	WHAS	05/23/23	05/26/23	Fri Prime Other 20/20	CM	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: 05/22/23	05/28/23	----F--		1				\$650.00		0.00			
N 16	WHAS	05/21/23	05/26/23		CM	11-1135p		:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00

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				LN (M-Su)			MTWTF--S									
				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:		05/16/23	05/22/23	-----S			1			\$400.00		0.00				
Week:		05/23/23	05/29/23	-TWTF--			2			\$400.00		0.00				
N17	WHAS	05/23/23	05/27/23	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:		05/22/23	05/28/23	-----S-			1			\$300.00		0.00				
N18	WHAS	05/23/23	05/28/23	Nightline	CM	1237-106a	-TWTF--	:30	1	\$40.00	P02	0.00	NM	1	\$40.00	
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/22/23	05/28/23	-TWTF--			1			\$40.00		0.00				
													Totals	43	\$15,475.00	