

# 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 / 06/14/23  
**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
<b>Totals</b>	<b>48</b>	<b>\$17,195.00</b>	<b>\$14,615.75</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	14%	\$17,195.00
Market	100%	\$122,821.43

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	86%	\$105,626.43
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		<del>(\$250.00)</del>		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		<del>(\$180.00)</del>		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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WHAS

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		<del>(\$1,275.00)</del>		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