

# 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 / 06/15/23  
**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	38	\$13,960.00	\$11,866.00
06/26/23	06/26/23	9	\$2,985.00	\$2,537.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	38	\$13,960.00	\$11,866.00	0.00
July 2023	9	\$2,985.00	\$2,537.25	0.00
<b>Totals</b>	<b>47</b>	<b>\$16,945.00</b>	<b>\$14,403.25</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	15%	\$16,945.00
Market	100%	\$112,966.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$96,021.67
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	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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**WHAS**

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:		06/20/23	06/26/23	MTWTF--					5	\$300.00		0.00			
N 2	WHAS	06/20/23	06/26/23	Good Morning America 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--					8	\$325.00		0.00			
N 3	WHAS	06/20/23	06/24/23	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:		06/19/23	06/25/23	-----S-					1	\$180.00		0.00			
N 4	WHAS	06/20/23	06/25/23	Good Morning America 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	\$200.00		0.00			
N 5	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF--					3	\$180.00		0.00			
N 6	WHAS	06/20/23	06/26/23	GMA3 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			
N 7	WHAS	06/20/23	06/26/23	General Hospital 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			
N 8	WHAS	06/20/23	06/26/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	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			
N 9	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF--					3	\$350.00		0.00			
N 10	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF--					3	\$400.00		0.00			
N 11	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF--					3	\$450.00		0.00			
N 12	WHAS	06/20/23	06/25/23	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:		06/19/23	06/25/23	-----S					1	\$500.00		0.00			
N 13	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF--					3	\$500.00		0.00			
N 14	WHAS	06/20/23	06/26/23	Inside Ed 730-8p INSIDE EDITION	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			
N 15	WHAS	06/20/23	06/22/23	Tue Prime B Tue Prime B	CM	9-10p	-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:		06/19/23	06/25/23	-T-----					1	\$1,275.00		0.00			
N 16	WHAS	06/20/23	06/23/23		CM	9:00 PM-11:00 PM		:30	1	\$650.00	P02	0.00	NM	1	\$650.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime Other			----F--								
				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:		06/19/23	06/25/23	----F--		1			\$650.00			0.00			
N 17	WHAS	06/20/23	06/26/23	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:		06/20/23	06/26/23	MTWTF-S		3			\$400.00			0.00			
N 18	WHAS	06/20/23	06/24/23	Local News @ 11p Sa	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:		06/19/23	06/25/23	-----S-		1			\$300.00			0.00			
													Totals	47	\$16,945.00