

# ORDER

**Orders**  
**Order / Rev:** 2732450  
 Alt Order #: WOC14201492  
 Product Desc: Issue  
 Estimate: 12701  
 Flight Dates: 06/27/23 - 07/03/23  
 Original Date / Rev: 06/26/23 / 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: 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
06/26/23	07/03/23	47	\$16,945.00	\$14,403.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	47	\$16,945.00	\$14,403.25	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	19%	\$16,945.00
Market	100%	\$89,184.21

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$72,239.21
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	06/27/23	07/03/23	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>								
Week:		06/27/23	07/03/23	MTWTF--	5	\$300.00	0.00								

Order / Rev: 2732450  
 Alt Order #: WOC14201492  
 Flight Dates: 06/27/23 - 07/03/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12701  
**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: 06/27/23	07/03/23	MTWTF--		5				\$300.00		0.00			
N 2	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		8				\$325.00		0.00			
N 3	WHAS	06/27/23	07/01/23	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: 06/26/23	07/02/23	-----S-		1				\$180.00		0.00			
N 4	WHAS	06/27/23	07/02/23	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: 06/26/23	07/02/23	-----S		1				\$200.00		0.00			
N 5	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$180.00		0.00			
N 6	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		2				\$180.00		0.00			
N 7	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		2				\$250.00		0.00			
N 8	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$180.00		0.00			
N 9	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$350.00		0.00			
N 10	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$400.00		0.00			
N 11	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$450.00		0.00			
N 12	WHAS	06/27/23	07/02/23	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: 06/26/23	07/02/23	-----S		1				\$500.00		0.00			
N 13	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$500.00		0.00			
N 14	WHAS	06/27/23	07/03/23	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: 06/27/23	07/03/23	MTWTF--		3				\$500.00		0.00			
N 15	WHAS	06/27/23	06/29/23	Thu Prime A STATION 19	CM	8-9p	---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: 06/26/23	07/02/23	---T---		1				\$1,275.00		0.00			
N 16	WHAS	06/27/23	06/30/23		CM	9:00 PM-11:00 PM		:30	1	\$650.00	P02	0.00	NM	1	\$650.00

Order / Rev: 2732450  
 Alt Order #: WOC14201492  
 Flight Dates: 06/27/23 - 07/03/23

Advertiser: ISS/ Defending Bluegrass Values  
 Product Desc: Issue  
 Estimate: 12701

WHAS

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											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	----F--		1				\$650.00		0.00			
N 17	WHAS	06/27/23	07/03/23	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:		06/27/23	07/03/23	MTWTF-S		3				\$400.00		0.00			
N 18	WHAS	06/27/23	07/01/23	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:		06/26/23	07/02/23	-----S-		1				\$300.00		0.00			
													Totals	47	\$16,945.00