

ORDER

Orders
Order / Rev: 2752374
Alt Order #: WOC14233225
Product Desc: Issue
Estimate: 12711
Flight Dates: 08/22/23 - 08/28/23
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
07/31/23	08/27/23	51	\$19,475.00	\$16,553.75
08/28/23	08/28/23	12	\$3,915.00	\$3,327.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	51	\$19,475.00	\$16,553.75	0.00
September 2023	12	\$3,915.00	\$3,327.75	0.00
Totals	63	\$23,390.00	\$19,881.50	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%	\$23,390.00
Market	100%	\$194,916.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$171,526.67
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	08/22/23	08/28/23	Good Morning America GD MRN AMR-ABC	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	6	\$325.00	P02	0.00	NM	6	\$1,950.00
		<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
N 2	WHAS	08/22/23	08/28/23	Good Morning America GD MRN AMR-ABC	CM	8:00 AM-9:00 AM (8:00 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: 08/22/23	08/28/23	MTWTF--		6				\$325.00		0.00			
N 3	WHAS	08/22/23	08/26/23	Local News @ 6a Sa AVG. ALL WKS	CM	6-7a	-----S-	:30	1	\$80.00	P02	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/21/23	08/27/23	-----S-		1				\$80.00		0.00			
N 4	WHAS	08/22/23	08/26/23	Good Morning America AVG. ALL WKS	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: 08/21/23	08/27/23	-----S-		1				\$180.00		0.00			
N 5	WHAS	08/22/23	08/27/23	Good Morning America GD MRN-SUN-ABC	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: 08/21/23	08/27/23	-----S		1				\$200.00		0.00			
N 6	WHAS	08/22/23	08/28/23	Local News @ 12p M-F WHAS NWS 12N	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PMTWTF--	: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: 08/22/23	08/28/23	MTWTF--		2				\$180.00		0.00			
N 7	WHAS	08/22/23	08/28/23	Local News @ 12p M-F WHAS NWS 12N	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	PMTWTF--	: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: 08/22/23	08/28/23	MTWTF--		2				\$180.00		0.00			
N 8	WHAS	08/22/23	08/28/23	GMA3 GMA3-KNOW-ABC<	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: 08/22/23	08/28/23	MTWTF--		3				\$180.00		0.00			
N 9	WHAS	08/22/23	08/28/23	General Hospital GENRL 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: 08/22/23	08/28/23	MTWTF--		3				\$250.00		0.00			
N 10	WHAS	08/22/23	08/28/23	Local News @ 4p M-F WHAS11 NWS@4PM	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: 08/22/23	08/28/23	MTWTF--		3				\$180.00		0.00			
N 11	WHAS	08/22/23	08/28/23	Local News @ 4p M-F WHAS11 NWS@4PM	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: 08/22/23	08/28/23	MTWTF--		3				\$180.00		0.00			
N 12	WHAS	08/22/23	08/28/23	Local News @ 5p M-F WHAS NWS 5.00	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: 08/22/23	08/28/23	MTWTF--		3				\$350.00		0.00			
N 13	WHAS	08/22/23	08/28/23	Local News @ 530p M-FCM WHAS NWS 5.30	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: 08/22/23	08/28/23	MTWTF--		3				\$400.00		0.00			
N 14	WHAS	08/22/23	08/28/23	Local News @ 6p M-F WHAS NWS 6PM	CM	6-630p	MTWTF--	:30	4	\$450.00	P02	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/23	08/28/23	MTWTF--		4				\$450.00		0.00			
N 15	WHAS	08/22/23	08/26/23	Local News @ 630p Sa AVG. ALL WKS	CM	630-7p	-----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: 08/21/23	08/27/23	-----S-		1				\$240.00		0.00			
N 16	WHAS	08/22/23	08/27/23		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								
				WHAS SUN 6.30											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	-----S		1			\$500.00			0.00			
N17	WHAS	08/22/23	08/28/23	ET 7-730p	CM	7-730p	MTWTF--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/22/23	08/28/23	MTWTF--		3			\$500.00			0.00			
N18	WHAS	08/22/23	08/28/23	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:		08/22/23	08/28/23	MTWTF--		3			\$500.00			0.00			
N19	WHAS	08/22/23	08/26/23	ET 7-8p Sa	CM	7-8p	-----S-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				ENT TONIGHT 60											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	-----S-		1			\$200.00			0.00			
N20	WHAS	08/22/23	08/28/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	5	\$400.00	P02	0.00	NM	5	\$2,000.00
				WHAS-NIGHTTEAM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/22/23	08/28/23	MTWTF-S		5			\$400.00			0.00			
N21	WHAS	08/22/23	08/22/23	Tue Prime B	CM	9-10p	-T-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				AVG. ALL WKS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	-T-----		1			\$650.00			0.00			
N22	WHAS	08/22/23	08/23/23	Wed Prime A	CM		--W----	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
				AVG. ALL WKS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	--W----		1			\$1,200.00			0.00			
N23	WHAS	08/22/23	08/24/23	Thu Prime C	CM	10-11p	---T---	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				AVG. ALL WKS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	---T---		1			\$750.00			0.00			
N24	WHAS	08/22/23	08/25/23	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:		08/21/23	08/27/23	----F--		1			\$750.00			0.00			
N25	WHAS	08/22/23	08/27/23	Sun Prime A	CM	7-8p	-----S	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				AVG. ALL WKS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	-----S		1			\$750.00			0.00			
N26	WHAS	08/22/23	08/27/23	Sun Prime B	CM	8-9p	-----S	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
				Sun Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/21/23	08/27/23	-----S		1			\$1,200.00			0.00			
													Totals	63	\$23,390.00