

# ORDER

**Orders**  
**Order / Rev:** 2752434  
**Alt Order #:** WOC14233246  
**Product Desc:** Issue  
**Estimate:** 12715  
**Flight Dates:** 09/19/23 - 09/25/23  
**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
08/28/23	09/24/23	47	\$17,445.00	\$14,828.25
09/25/23	09/25/23	16	\$9,320.00	\$7,922.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	47	\$17,445.00	\$14,828.25	0.00
October 2023	16	\$9,320.00	\$7,922.00	0.00
<b>Totals</b>	<b>63</b>	<b>\$26,765.00</b>	<b>\$22,750.25</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	12%	\$26,765.00
Market	100%	\$223,041.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$196,276.67
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	09/19/23	09/25/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$300.00	P02	0.00	NM	2	\$600.00
		<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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 Product Desc: Issue  
 Estimate: 12715  
**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:		09/19/23	09/25/23	MTWTF--		2				\$300.00		0.00			
N 2	WHAS	09/19/23	09/25/23	Local News @ 6a M-F GMK @ 630A	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$300.00	P02	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/23	09/25/23	MTWTF--		3				\$300.00		0.00			
N 3	WHAS	09/19/23	09/25/23	Good Morning America GOOD MORNING AMERICA 7	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/23	09/25/23	MTWTF--		5				\$325.00		0.00			
N 4	WHAS	09/19/23	09/25/23	Good Morning America GOOD MORNING AMERICA 8	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/23	09/25/23	MTWTF--		5				\$325.00		0.00			
N 5	WHAS	09/19/23	09/23/23	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:		09/18/23	09/24/23	-----S-		1				\$180.00		0.00			
N 7	WHAS	09/19/23	09/24/23	This Week Su THIS WEEK	CM	9-10a	-----S	:30	1	\$350.00	P02	0.00	NM	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:		09/18/23	09/24/23	-----S		1				\$350.00		0.00			
N 8	WHAS	09/19/23	09/25/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	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:		09/19/23	09/25/23	MTWTF--		2				\$180.00		0.00			
N 9	WHAS	09/19/23	09/25/23	Local News @ 12p M-F WHAS11 NEWS AT 1230P	CM	12:30 PM-1:00 PM (12:30 PM-1:00 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:		09/19/23	09/25/23	MTWTF--		3				\$180.00		0.00			
N 10	WHAS	09/19/23	09/25/23	GMA3 GMA3	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:		09/19/23	09/25/23	MTWTF--		3				\$180.00		0.00			
N 11	WHAS	09/19/23	09/25/23	General Hospital 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:		09/19/23	09/25/23	MTWTF--		3				\$250.00		0.00			
N 12	WHAS	09/19/23	09/25/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	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:		09/19/23	09/25/23	MTWTF--		2				\$180.00		0.00			
N 13	WHAS	09/19/23	09/25/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	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:		09/19/23	09/25/23	MTWTF--		3				\$180.00		0.00			
N 14	WHAS	09/19/23	09/25/23	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:		09/19/23	09/25/23	MTWTF--		2				\$350.00		0.00			
N 15	WHAS	09/19/23	09/25/23	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:		09/19/23	09/25/23	MTWTF--		3				\$400.00		0.00			
N 16	WHAS	09/19/23	09/25/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MTWTF--	:30	2	\$450.00	P02	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/23	09/25/23	MTWTF--		2				\$450.00		0.00			
N 17	WHAS	09/19/23	09/24/23		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								
				WHAS11 NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	-----S		1			\$500.00			0.00			
N 18	WHAS	09/19/23	09/25/23	ET 7-730p	CM	7-730p	MTWTF--	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/19/23	09/25/23	MTWTF--		2			\$500.00			0.00			
N 19	WHAS	09/19/23	09/25/23	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:		09/19/23	09/25/23	MTWTF--		3			\$500.00			0.00			
N 20	WHAS	09/19/23	09/20/23	Wed Prime A	CM	8-9p	--W----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				JUDGE STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	--W----		1			\$750.00			0.00			
N 21	WHAS	09/19/23	09/20/23	Wed Prime B	CM	9-10p	--W----	:30	1	\$875.00	P02	0.00	NM	1	\$875.00
				WONDER YEARS/ABBOTT ELI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	--W----		1			\$875.00			0.00			
N 22	WHAS	09/19/23	09/20/23	Wed Prime C	CM	10-11p	--W----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				THE \$100,000 PYRAMID ENC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	--W----		1			\$750.00			0.00			
N 23	WHAS	09/19/23	09/22/23	Fri Prime A	CM	8-9p	----F--	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				SHARK TANK ENC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	----F--		1			\$750.00			0.00			
N 24	WHAS	09/19/23	09/24/23	Sun Prime C	CM	9-10p	-----S	:30	1	\$900.00	P02	0.00	NM	1	\$900.00
				CELEBRITY FAMILY FEUD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	-----S		1			\$900.00			0.00			
N 25	WHAS	09/19/23	09/25/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
				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:		09/19/23	09/25/23	MTWTF-S		4			\$400.00			0.00			
N 26	WHAS	09/19/23	09/23/23	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:		09/18/23	09/24/23	-----S-		1			\$300.00			0.00			
N 27	WHAS	09/19/23	09/25/23	Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:30	3	\$120.00	P02	0.00	NM	3	\$360.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/19/23	09/25/23	MTWTF--		3			\$120.00			0.00			
N 28	WHAS	09/19/23	09/23/23	Inside Ed 1135p-1205a	CM	1135p-1205a	-----S-	:30	1	\$160.00	P02	0.00	NM	1	\$160.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	-----S-		1			\$160.00			0.00			
N 29	WHAS	09/19/23	09/23/23	NCAA FB Daytime Early	CM	12-330p	-----S-	:30	1	\$950.00	P02	0.00	NM	1	\$950.00
				ABC COLLEGE FOOTBALL 12F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/18/23	09/24/23	-----S-		1			\$950.00			0.00			
N 30	WHAS	09/25/23	09/25/23	NFL Mo Game	CM	Various	M-----	:30	1	\$5,000.00	P02	0.00	NM	1	\$5,000.00
				NFL Mo Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/25/23	10/01/23	M-----		1			\$5,000.00			0.00			
N 31	WHAS	09/24/23	09/24/23	Good Morning America	CM	8-9a	-----S	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				Good Morning America Su											
		<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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/18/23	09/24/23	-----S	1	\$200.00	0.00								
													Totals	63	\$26,765.00