

ORDER

Orders
Order / Rev: 2765562
Alt Order #: Manual
Product Desc: Kentucky Freedom Fund UCC :30's
Estimate: C25C31
Flight Dates: 10/25/23 - 10/31/23
Original Date / Rev: 09/12/23 / 09/12/23
Order Type: General

WHAS
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Del Cielo Media / POL
Buying Contact: _____
Billing Contact: _____
PO Box 26067
Alexandria, VA 22313

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ Kentucky Freedom Fund UCC
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End: _____
Advertiser External ID: 146846
Agency External ID: 10630AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/23	10/29/23	45	\$15,580.00	\$13,243.00
10/30/23	10/31/23	25	\$7,225.00	\$6,141.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	45	\$15,580.00	\$13,243.00	0.00
November 2023	25	\$7,225.00	\$6,141.25	0.00
Totals	70	\$22,805.00	\$19,384.25	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	15%	\$22,805.00
Market	100%	\$152,033.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$129,228.33
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	10/30/23	10/30/23	Mon Prime C Press Your Luck	CM	10-11p	M-----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
		<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:		10/30/23	11/05/23	M-----		1				\$750.00		0.00			
N 2	WHAS	10/25/23	10/31/23	Local News @ 12p M-F	CM	11:58 AM-12:30 PM	MTWTF--	:30	3	\$180.00	P02	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$180.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$180.00		0.00			
N 3	WHAS	10/25/23	10/31/23	Local News @ 4p M-F	CM	3:58 PM-4:30 PM	MTWTF--	:30	3	\$180.00	P02	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$180.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$180.00		0.00			
N 4	WHAS	10/25/23	10/31/23	Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	\$400.00	P02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$400.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$400.00		0.00			
N 5	WHAS	10/25/23	10/31/23	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$450.00	P02	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$450.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$450.00		0.00			
N 6	WHAS	10/25/23	10/31/23	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$350.00	P02	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$350.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$350.00		0.00			
N 7	WHAS	10/25/23	10/31/23	Local News @ 12p M-F	CM	12:30 PM-1:00 PM	MTWTF--	:30	3	\$180.00	P02	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$180.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$180.00		0.00			
N 8	WHAS	10/25/23	10/25/23	Wed Prime A	CM	8-9p	--W----	: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:		10/23/23	10/29/23	--W----		1				\$1,275.00		0.00			
N 9	WHAS	10/25/23	10/25/23	Wed Prime C	CM	10-11p	--W----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--W----		1				\$750.00		0.00			
N 10	WHAS	10/31/23	10/31/23	Tue Prime C	CM	10-11p	-T-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/23	11/05/23	-T-----		1				\$650.00		0.00			
N 11	WHAS	10/26/23	10/26/23	Thu Prime A	CM	8-9p	---T---	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	---T---		1				\$750.00		0.00			
N 12	WHAS	10/29/23	10/29/23	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:		10/23/23	10/29/23	-----S		1				\$500.00		0.00			
N 13	WHAS	10/25/23	10/31/23	Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:30	3	\$120.00	P02	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$120.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$120.00		0.00			
N 14	WHAS	10/28/23	10/28/23	NCAA FB Daytime Early	GM	12-330p	-----S-	:30	1	\$950.00	P02	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-----S-		1				\$950.00		0.00			

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WHAS	10/25/23	10/31/23	LN (M-Su) LN (M-Su)	CM	11-1135p	MTWTF-S	:30	2	\$400.00	P02	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-----S-		1				\$950.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$400.00		0.00			
N 16	WHAS	10/25/23	10/31/23	Nightline Nightline	CM	1237-106a	MTWTF--	:30	3	\$80.00	P02	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF-S		4				\$400.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$80.00		0.00			
N 17	WHAS	10/28/23	10/28/23	Local News @ 11p Sa Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-----S-		1				\$300.00		0.00			
N 18	WHAS	10/26/23	10/31/23	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-T-T---	:30	1	\$325.00	P02	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	---T---		1				\$325.00		0.00			
Week:		10/30/23	11/05/23	-T-----		1				\$325.00		0.00			
N 19	WHAS	10/25/23	10/30/23	Local News @ 5a M-F Local News @ 5a M-F	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M-W-F--	:30	2	\$160.00	P02	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--W-F--		2				\$160.00		0.00			
Week:		10/30/23	11/05/23	M-----		1				\$160.00		0.00			
N 20	WHAS	10/29/23	10/29/23	This Week Su This Week Su	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:		10/23/23	10/29/23	-----S		1				\$350.00		0.00			
N 21	WHAS	10/29/23	10/29/23	Sun Prime Other 2nd H Sun Prime Other 2nd Prgm	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----S	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	-----S		1				\$750.00		0.00			
N 22	WHAS	10/25/23	10/30/23	Local News @ 6a M-F Local News @ 6a M-F	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-W-F--	:30	2	\$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:		10/23/23	10/29/23	--W-F--		2				\$300.00		0.00			
Week:		10/30/23	11/05/23	M-----		1				\$300.00		0.00			
N 23	WHAS	10/27/23	10/27/23	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	----F--		1				\$750.00		0.00			
N 24	WHAS	10/25/23	10/31/23	Local News @ 4p M-F Local News @ 4p M-F	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$180.00	P02	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/23	10/29/23	--WTF--		3				\$180.00		0.00			
Week:		10/30/23	11/05/23	MT-----		2				\$180.00		0.00			
Totals													70	\$22,805.00	