ORDER

Orders	Order / Re	ev:	27655	62										
	Alt Order #	Manual												
	Product D	Kentu	cky Freedor	n Fur	nd UCC :30's									
	Estimate:		C25C	31							WHAS			
	Flight Date	es:	10/25/	23 - 10/31/2	23			Primary Al	E:		Taylor Fritsch			
	Original Da	ate / Rev:	09/12/	23 / 09/12/2	23			Sales Offic			TSWAS			
	Order Typ		Gener		-			Sales Reg			NAT			
	, i i i i i i i i i i i i i i i i i i i													
Agency	Name:	Del Ci	elo Media /	POL	-									
	Buying Co	ntact:						Billing Typ	be:		Cash			
	Billing Cor	ntact:						Billing Cal	endar:		Broadcast			
			PO Bo	ox 26067				Billing Cyc	cle:		EOM/EOC			
			Alexan	idria, VA 22	2313			Agency Co	ommissio	on:	15%			
Advertiser	Name:		ISS/ K	entucky Fr	eedo	om Fund UCC	;							
	Demographic:		A35+				— New Business End:							
	Product C		IS-Issi	ue/Non Ball	ot			Advertiser	[.] Externa	I ID:	146846			
	Revenue (Code 1:	AGY					Agency External ID:			10630AG			
	Revenue (Code 2:	(POL) Political				- Unit Code:			General				
	Revenue (-	(POL) Issue				Order Separation:		00:15:00				
	Priority:		P04											
Bill Plan							Tota	ls						
Start Date	End Date	# Spots	Gross A	mount N	let A	mount	Mon		#	Spots	Gross Amount	Net Amount	Rating	
09/25/23	10/29/23	45	\$1	5,580.00	ç	\$13,243.00	Octo	ber 2023		45	\$15,580.0	0 \$13,243.00	0.0	
10/30/23	10/31/23	25	\$	7,225.00		\$6,141.25		ember 2023		25	\$7,225.0			
							Total	S		70	\$22,805.0	0 \$19,384.25	0.0	
Account Exec		Sales Offic	ce S	ales Regior	۱	Start Date / E	ind Da	te	0	rder %]			
Taylor Fritsch			I			Start Of Orde	r - Enc	d Of Order		100%	1			
Order Share		S	hare	Т	otal									
WHAS			15%	\$22,80										
Market			100%	\$152,033										
Competitive \$	Share	S	hare	Т	otal									
CABLE		-	0%	\$0	0.00									
UNKWN			85%	\$129,228										
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									
			0%	\$0	0.00									
WKZT														
WKZT			0%	\$0	0.00									
WKZT WLKY	Start Foo	l Inven				≲ Start/End 1	Time	Davs	Len Sr	oots	Rate Pri Rt	a Type Spots	Amoun	
WKZT WLKY Ln Ch	Start Enc 10/30/23 10/30	0/23 Mon F	itory Co	ode E		Start/End T	Time	Days M	Len Sp :30		Rate Pri Rte \$750.00 P02 0.		Amount \$750.0	

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Order / Rev:	2765562	Advertiser:	ISS/ Kentucky Freedom Fund UCC	
Alt Order #:	Manual	Product Desc:	Kentucky Freedom Fund UCC :30's	WHAS
Flight Dates:	10/25/23 - 10/31/23	Estimate:	C25C31	

Ln Ch Sta	rt End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Dat Week: 10/30/23		<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N 2 WHAS 10/2		Local News @ 12		-	2:30 PIMTWTF	:30	3	\$180.00 P02	0.00 NM	5	\$900.00
		Local News @ 1	•	(11:58 AM-							
<u>Start Dat</u> Week: 10/23/23		Weekdays WTF	Spots/Week 3	<u>Rate</u> \$180.00	Rating 0.00						
Week: 10/23/23	11/05/23	МГ	2	\$180.00 \$180.00	0.00						
N 3 WHAS 10/2	5/23 10/31/23	Local News @ 4p			30 PM MTWTF	:30	3	\$180.00 P02	0.00 NM	5	\$900.00
Start Dat	e End Date	Local News @ 4 Weekdays	p M-F Spots/Week	(3:58 PM-4: Rate	30 PM) Rating						
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 MTWTF	:30	<u> </u>	¢400.00 D02		5	00 000 CD
N 4 WHAS 10/2	5/23 10/31/23	Local News @ 53 Local News @ 53		530-6p	WII WI F	.30	3	\$400.00 P02	0.00 INIVI	5	\$2,000.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/23/23 Week: 10/30/23	10/29/23 11/05/23	WГF МГ	3	\$400.00 \$400.00	0.00 0.00						
N 5 WHAS 10/2		Local News @ 6p		6-630p	MTWTF	:30	3	\$450.00 P02	0.00 NM	5	\$2,250.00
		Local News @ 6	•	_							
<u>Start Dat</u> Week: 10/23/23		<u>Weekdays</u> WIF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
Week: 10/30/23	11/05/23	МГ	2	\$450.00	0.00						
N 6 WHAS 10/2	5/23 10/31/23	Local News @ 5 Local News @ 5		5-530p	MTWTF	:30	3	\$350.00 P02	0.00 NM	5	\$1,750.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/23/23	10/29/23	WTF	3	\$350.00	0.00						
Week: 10/30/23 N 7 WHAS 10/2	11/05/23	MT Local News @ 12	2 20 M E CM	\$350.00	0.00 :00 PMMTWTF	:30	3	\$180.00 P02	0.00 NM	5	\$900.00
	5/25 10/51/25	Local News @ 12	•	(12:30 PM-		.50	5	ψ100.001 02	0.00 110	5	ψ900.00
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/23/23 Week: 10/30/23		WГF МГ	3	\$180.00 \$180.00	0.00 0.00						
N 8 WHAS 10/2		Wed Prime A	СМ	8-9p	W	:30	1	\$1,275.00 P02	0.00 NM	1	\$1,275.00
	E. J. D. (Celebrity Jeopar		Data	Deffect						
<u>Start Dat</u> Week: 10/23/23		<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$1,275.00	Rating 0.00						
N 9 WHAS 10/2	5/23 10/25/23	Wed Prime C	СМ	10-11p	W	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Ctart Dat	- End Data	The \$100,000 Py		Data	Detine						
<u>Start Dat</u> Week: 10/23/23	_	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N10 WHAS 10/3	1/23 10/31/23	Tue Prime C	СМ	10-11p	- T	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
Start Dat	a End Data	What Would You		Data	Dating						
<u>Start Dat</u> Week: 10/30/23		<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
N11 WHAS 10/2		Thu Prime A	СМ	8-9p	T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Start Dat	a End Data	Golden Bachelor	-	Data	Dating						
<u>Start Dat</u> Week: 10/23/23		<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N12 WHAS 10/2	9/23 10/29/23	Local News @ 63	•	630-7p	S	:30	1	\$500.00 P02	0.00 NM	1	\$500.00
Start Dat	a End Data	Local News @ 6	•	Data	Dating						
<u>Start Dat</u> Week: 10/23/23		<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
N13 WHAS 10/2		Jimmy Kimmel Jimmy Kimmel	СМ	1135p-123	7а МГШГF	:30	3	\$120.00 P02	0.00 NM	5	\$600.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/23/23	10/29/23	WTF	3	\$120.00	0.00						
Week: 10/30/23 N14 WHAS 10/2	11/05/23 8/23 10/28/23	MT NCAA FB Daytim	2 ne Farly G M	\$120.00 12-330p	0.00	:30	1	\$950.00 P02	0.00 NM	1	\$950.00
	5,20 10,20,20	NCAA Football G		12 000p			'	ψ000.001 0Z	0.00 110		Ψυσυ.υυ
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev:	2765562	Advertiser:	ISS/ Kentucky Freedom Fund UCC	
Alt Order #:	Manual	Product Desc:	Kentucky Freedom Fund UCC :30's	WHAS
Flight Dates:	10/25/23 - 10/31/23	Estimate:	C25C31	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	S-	1	\$950.00	0.00						
N15 WHAS	10/25/2	3 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
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	WTF- S	4	\$400.00	0.00						
Week: 10/		11/05/23	MT	2	\$400.00	0.00						
N16 WHAS	10/25/2	3 10/31/23	Nightline Nightline	CM	1237-106a	MTWTF	:30	3	\$80.00 P02	0.00 NM	5	\$400.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	WTF	3	\$80.00	0.00						
Week: 10/	/30/23	11/05/23	MT	2	\$80.00	0.00						
N17 WHAS	10/28/2	3 10/28/23	Local News @ 1 ² Local News @ 1		11-1135p	S-	:30	1	\$300.00 P02	0.00 NM	1	\$300.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	S-	1	\$300.00	0.00						
N18 WHAS	10/26/2	3 10/31/23	Good Morning Ar Good Morning A		8:00 AM-9: (8:00 AM-9:	00 AM - T- T :00 AM)	:30	1	\$325.00 P02	0.00 NM	2	\$650.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	T	1	\$325.00	0.00						
Week: 10/	/30/23	11/05/23	- T	1	\$325.00	0.00						
N19 WHAS	10/25/2	3 10/30/23	Local News @ 5a			00 AM M-W-F	:30	2	\$160.00 P02	0.00 NM	3	\$480.00
			Local News @ 5		(5:30 AM-6:	:00 AM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	W-F M	2	\$160.00	0.00						
Week: 10/		11/05/23		1	\$160.00	0.00	00	4	* 050 00 D 00	0.00 1/14		* 050.00
N20 WHAS			This Week Su This Week Su	СМ	9-10a	S	:30	1	\$350.00 P02	0.00 NM	1	\$350.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	S	1	\$350.00	0.00						
N21 WHAS	10/29/2	3 10/29/23	Sun Prime Other Sun Prime Other		8:00 PM-11 (8:00 PM-1	I:00 PM S 1:00 PM)	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/23/23	10/29/23	S	1	\$750.00	0.00						
N22 WHAS	10/25/2	3 10/30/23	Local News @ 6a			00 AM M-W-F	:30	2	\$300.00 P02	0.00 NM	3	\$900.00
			Local News @ 6	a M-F	(6:30 AM-7:	,						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/29/23	W- F	2	\$300.00	0.00						
Week: 10/		11/05/23	<u>M</u>	1	\$300.00	0.00		<u> </u>	* ==== == ====			^ ^
N23 WHAS	10/27/2	3 10/27/23	Fri Prime A Shark Tank	СМ	8-9p	F	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/		10/29/23	F	1	\$750.00	0.00						
N24 WHAS	10/25/2	3 10/31/23	Local News @ 4 Local News @ 4		4:30 PM-5: (4:30 PM-5:	00 PM MTWTF :00 PM)	:30	3	\$180.00 P02	0.00 NM	5	\$900.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		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