## **ORDER**

Orders	Order / Rev:	2745819	_	
	Alt Order #:	Manual		
	Product Desc:	Statewide Kentucky 7/28-8/3		
	Estimate:	728803	_	WHAS
	Flight Dates:	07/28/23 - 08/03/23	Primary AE:	Taylor Fritsch
	Original Date / Rev:	07/24/23 / 07/25/23	Sales Office:	TSWAS
	Order Type:	General	Sales Region:	NAT
Agency	Name:	Del Cielo Media / POL	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		PO Box 26067	Billing Cycle:	EOM/EOC
		Alexandria, VA 22313	Agency Commission:	15%
Advertiser	Name:	ISS/ Kentucky Values		
	Demographic:	A35+	New Business End:	
	Product Codes:	IS-Governor	Advertiser External ID:	M218412
	Revenue Code 1:	AGY	Agency External ID:	10630AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Issue	Order Separation:	00:15:00
	Priority:	P04	_	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/23	07/30/23	18	\$6,130.00	\$5,210.50
07/31/23	08/03/23	34	\$12,820.00	\$10,897.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	18	\$6,130.00	\$5,210.50	0.00
August 2023	34	\$12,820.00	\$10,897.00	0.00
Totals	52	\$18,950.00	\$16,107.50	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%	\$18,950.00
Market	100%	\$157,916.67

Share	Total
0%	\$0.00
88%	\$138,966.67
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
	0% 88% 0% 0% 0% 0% 0% 0%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	07/28/23	08/03/23	Good Morning America	a CM	7:00 AM-8:00	AM MTW-F	:30	0	\$325.00 P02	0.00 NM	4	\$1,300.00
				Good Morning Americ	а	(7:00 AM-8:00	AM)						
	Sta	rt Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						

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Order / Rev: 2745819 Advertiser: ISS/ Kentucky Values

Alt Order #: Manual Product Desc: Statewide Kentucky 7/28-8/3 **WHAS** 

Flight Dates: 07/28/23 - 08/03/23 Estimate: 728803

Ln Ch Start E	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
Start Date En	nd Date	Weekdays	Spots/Week	Rate	Rating						
	7/30/23 8/06/23	F МГWГ	0 4	\$325.00 \$325.00	0.00 0.00						
N 2 WHAS 07/30/23 0		Local News @ 63 Local News @ 63	0p Su CM	630-7p		S :30	1	\$500.00 P02	0.00 NM	1	\$500.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	//30/23	S	1	\$500.00	0.00						
N 3 WHAS 08/01/23 0	08/01/23	Tue Prime A Conners/ Wonder	CM r Years	8-9p	- T	:30	1	\$800.00 P02	0.00 NM	1	\$800.00
	nd Date 3/06/23	<u>Weekdays</u> - T	Spots/Week 1	Rate \$800.00	Rating 0.00						
N 4 WHAS 07/29/23 0	7/29/23	Sat Prime C Good Doctor	СМ	10-11p	S-	:30	1	\$350.00 P02	0.00 NM	1	\$350.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	//30/23		1	\$350.00	0.00			<b>^</b>			<b>^</b>
N 5 WHAS 07/28/23 0	07/28/23	Fri Prime Other 20/20	СМ	9:00 PM-11: (9:00 PM-11:	00 PM F 00 PM)	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
	nd Date 7/30/23	Weekdays	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
N 6 WHAS 07/28/23 0	08/03/23	Jimmy Kimmel Jimmy Kimmel	СМ	1135p-1237	а M-WTF	:30	1	\$120.00 P02	0.00 NM	4	\$480.00
Start Date En	nd Date	Weekdays	Spots/Week	Rate	Rating						
	7/30/23	F	<u> </u>	\$120.00	0.00						
	3/06/23	M- WT	3	\$120.00	0.00						
N 7 WHAS 07/29/23 0	7/29/23	Sat Prime B Shark Tank	СМ	9-10p	S-	:30	1	\$350.00 P02	0.00 NM	2	\$700.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
Spot Ch Date Range	7/30/23	escription	1 Start	\$350.00 E/End Time	0.00	Weekdays	Leng	nth Rate	Rtg Type		
1 NHAS 07/24/23-07			9-10			Sa		30 <del>(\$350.00)</del>			
See MG 7.2,7.3 [Program Chang	3		0.10	۲		Su	.\	σο (φοσοίσο)	0.00 14111		
2 NHAS 07/24/23-07/	7/30/23 UI	•	Vario	ous		Sa	::	30 <del>(\$350.00)</del>	0.00 <i>NM</i>		
		CC Drimo	Varia			Ç.		20 (\$250.00)	0.00 1/1/4		
™ See MG 7.4,7.5		FC Plillie	Vario	ous		Sa		30 <del>(\$350.00)</del>	0.00 11111		
4 VHAS 07/24/23-07/	7/30/23 Sa	at Prime Other	8-11	р		Sa	:3	30 \$350.00	0.00 NM		
MG for 7.2,7.3											
5 VHAS 07/24/23-07/ MG for 7.2,7.3	7/30/23 Sa	at Prime Other	8-11	р		Sa	:3	30 \$350.00	0.00 NM		
N 8 WHAS 07/29/23 0	07/29/23	Sat Prime A America's Funnie	CM st Home V	8-9p	S-	:30	1	\$350.00 P02	0.00 NM	0	\$0.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	7/30/23	S-	1	\$350.00	0.00						
Spot Ch Date Range		escription		/End Time		Weekdays C-	Leng		Rtg Type		
1 NHAS 07/24/23-07, See MG 7.2,7.3		at Piline A	8-9p			Sa		30 <del>(\$350.00)</del>	0.00 /1///		
[Program Chang		nswl									
N 9 WHAS 08/03/23 0			CM	10-11p	T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
N 9 WHAS 00/03/23 0	10/03/23	Chase, The	CIVI	10-11р	1	.50	•	ψ130.001 02	0.00 14101	'	Ψ730.00
	nd Date 3/06/23	<u>Weekdays</u> T	Spots/Week 1	Rate \$750.00	Rating 0.00						
N10 WHAS 07/28/23 0	08/03/23	Local News @ 12 Local News @ 12	•	12:00 PM-12 (12:00 PM-12	2:30 PIMTWTF 2:30 PM)	:30	1	\$180.00 P02	0.00 NM	5	\$900.00
Start Date En	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/24/23 07/	7/30/23	F	1	\$180.00	0.00						
	3/06/23	MTWT	4	\$180.00	0.00						
N11 WHAS 08/03/23 0	08/03/23	Thu Prime A Press Your Luck	СМ	8-9p	T	:30	1	\$800.00 P02	0.00 NM	1	\$800.00

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Order / Rev: 2745819 Advertiser: ISS/ Kentucky Values

Alt Order #: Manual Product Desc: Statewide Kentucky 7/28-8/3 WHAS

Flight Dates: 07/28/23 - 08/03/23 Estimate: 728803

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Sta Week: 07	art Date	End Date 08/06/23	<u>Weekdays</u> T	Spots/Week	Rate \$800.00	Rating 0.00						
N12 WHAS			Good Morning An	nerica <b>S</b> M	8-9a	S	S :30	1	\$200.00 P02	0.00 NM	1	\$200.00
	art Date	End Date	Good Morning Ar Weekdays	Spots/Week	Rate	Rating						
Week: 07 N13 WHAS		07/30/23	Local News @ 4p	M-F CM	\$200.00 4:30 PM-5:	0.00 00 PM MTWTF	:30	1	\$180.00 P02	0.00 NM	5	\$900.00
TTTO WILLO	011/20/2	00/00/20	Local News @ 4p		(4:30 PM-5		.00	·	Ψ100.001 02	0.00 14101	Ĭ	ψ500.00
<u>Sta</u> Week: 07	art Date 7/24/23	End Date 07/30/23	<u>Weekdays</u> F	Spots/Week 1	Rate \$180.00	Rating 0.00						
Week: 07		08/06/23	МГWГ	4	\$180.00	0.00					<u> </u>	
N14 WHAS	07/28/2	23 08/01/23	Inside Ed 730-8p Inside Ed 730-8p		730-8p	МГ F	:30	1	\$500.00 P02	0.00 NM	3	\$1,500.00
	art Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 07 Week: 07		07/30/23 08/06/23	МТ	1 2	\$500.00 \$500.00	0.00 0.00						
N15 WHAS	08/03/2	23 08/03/23	Thu Prime B Generation Gap	СМ	9-10p	T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
	art Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 07		08/06/23		CM	\$750.00 7-8p	0.00	3 :30	1	\$750.00 P02	0.00 NM	1	\$750.00
			America's Funnie	st Home V	- 1				,			,
<u>Sta</u> Week: 07	art Date 7/24/23	End Date 07/30/23	Weekdays S	Spots/Week 1	Rate \$750.00	Rating 0.00						
N17 WHAS			Local News @ 63	0p Sa CM	630-7p	S-	:30	1	\$240.00 P02	0.00 NM	1	\$240.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07		07/30/23	S-	1	\$240.00	0.00			<b>#050.00.D00</b>	0.00.104		<b>#050.00</b>
N18 WHAS	08/01/2	23 08/01/23	Tue Prime B Abbott/Not Dead	СМ	9-10p	- T	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
Sta Week: 07	art Date 7/31/23	End Date 08/06/23	Weekdays - T	Spots/Week 1	Rate \$650.00	Rating 0.00						
N19 WHAS	07/31/2	23 07/31/23	Mon Prime Other Mon Prime Other		8-11p	M	:30	1	\$1,200.00 P02	0.00 NM	1	\$1,200.00
Sta Week: 07	art Date 7/31/23	End Date 08/06/23	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
N20 WHAS	07/29/2	23 07/29/23	Good Morning An Good Morning Ar		7-9a	S-	:30	1	\$180.00 P02	0.00 NM	1	\$180.00
Sta Week: 07	art Date 1/24/23	End Date 07/30/23	Weekdays S-	Spots/Week	Rate \$180.00	Rating 0.00						
N21 WHAS			Local News @ 12		12:30 PM-1	1:00 PMMTWTF	:30	1	\$180.00 P02	0.00 NM	5	\$900.00
C+	art Date	End Date	Local News @ 12 Weekdays	2p M-F Spots/Week	(12:30 PM- Rate	1:00 PM) Rating						
Week: 07	//24/23	07/30/23	F	1	\$180.00	0.00						
Week: 07 N22 WHAS		08/06/23	MTWT Local News @ 5p	ME CM	\$180.00 5-530p	0.00 WTF	:30	1	\$350.00 P02	0.00 NM	3	\$1,050.00
NZZ WHAS	01/20/2	3 00/03/23	Local News @ 5p		5-550p	WIF	.30	'	φ330.00 P02	U.UU INIVI	3	\$1,050.00
	art Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 07 Week: 07		07/30/23 08/06/23		1 2	\$350.00 \$350.00	0.00 0.00						
N23 WHAS	07/28/2	23 08/02/23	Local News @ 6p Local News @ 6p		6-630p	M- W- F	:30	1	\$450.00 P02	0.00 NM	3	\$1,350.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07 Week: 07		07/30/23 08/06/23	F M-W	1 2	\$450.00 \$450.00	0.00 0.00						
N24 WHAS			ET 7-8p Sa ET 7-8p Sa	СМ	7-8p	S-	:30	1	\$200.00 P02	0.00 NM	1	\$200.00
Sta Week: 07	art Date 7/24/23	End Date 07/30/23	Weekdays	Spots/Week 1	Rate \$200.00	Rating 0.00						
											-	

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Order / Rev: 2745819 Advertiser: ISS/ Kentucky Values

Alt Order #: Manual Product Desc: Statewide Kentucky 7/28-8/3 WHAS

Flight Dates: 07/28/23 - 08/03/23 Estimate: 728803

Ln Ch Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N25 WHAS 07/28/	23 08/03/23	Local News @ 5 Local News @ 5	•	530-6p	WTF	:30	1	\$400.00 P02	0.00 NM	3	\$1,200.00
<u>Start Date</u> Week: 07/24/23 Week: 07/31/23	End Date 07/30/23 08/06/23	Weekdays F WT	Spots/Week 1 2	Rate \$400.00 \$400.00	Rating 0.00 0.00						
N26 WHAS 07/31/	23 07/31/23	Mon Prime C Mon Prime C	СМ	10-11p	М	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
Start Date Week: 07/31/23	End Date 08/06/23	Weekdays M	Spots/Week 1	Rate \$650.00	Rating 0.00						

Totals 52 \$18,950.00