

# ORDER

**Orders**  
**Order / Rev:** 2763357  
**Alt Order #:** Manual  
**Product Desc:** Kentucky Values :30's  
**Estimate:** 913919  
**Flight Dates:** 09/13/23 - 09/19/23  
**Original Date / Rev:** 09/06/23 / 09/14/23  
**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 Values  
**Demographic:** A35+  
**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:** M218412  
**Agency External ID:** 10630AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/23	09/19/23	82	\$25,905.00	\$22,019.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	82	\$25,905.00	\$22,019.25	0.00
<b>Totals</b>	<b>82</b>	<b>\$25,905.00</b>	<b>\$22,019.25</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	18%	\$25,905.00
Market	100%	\$143,916.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$118,011.67
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	09/16/23	09/16/23	Local News @ 6a Sa	CM	6-7a	-----S-	:30	1	\$80.00	P02	0.00	NM	1	\$80.00
				Local News @ 6a Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/11/23	09/17/23	-----S-		1		\$80.00		0.00					

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 Alt Order #: Manual  
 Flight Dates: 09/13/23 - 09/19/23

Advertiser: ISS/ Kentucky Values  
 Product Desc: Kentucky Values :30's  
 Estimate: 913919  
**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: 09/11/23	09/17/23	-----S-		1				\$80.00		0.00			
N 2	WHAS	09/16/23	09/16/23	Good Morning America Sa	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: 09/11/23	09/17/23	-----S-		1				\$180.00		0.00			
N 3	WHAS	09/17/23	09/17/23	Good Morning America Su	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: 09/11/23	09/17/23	-----S		1				\$200.00		0.00			
N 4	WHAS	09/14/23	09/19/23	Daily Blast Live 3-4p	CM	3-4p	MT-TF--	:30	2	\$160.00	P02	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	---TF--		2				\$160.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$160.00		0.00			
N 5	WHAS	09/13/23	09/18/23	Local News @ 5p M-F	CM	5-530p	M-WTF--	:30	1	\$350.00	P02	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WTF--		3				\$350.00		0.00			
		Week: 09/18/23	09/24/23	M-----		1				\$350.00		0.00			
N 6	WHAS	09/14/23	09/14/23	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: 09/11/23	09/17/23	---T---		1				\$750.00		0.00			
N 7	WHAS	09/13/23	09/13/23	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: 09/11/23	09/17/23	--W----		1				\$750.00		0.00			
N 8	WHAS	09/13/23	09/13/23	Wed Prime A	CM	8-9p	--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: 09/11/23	09/17/23	--W----		1				\$750.00		0.00			
N 9	WHAS	09/17/23	09/17/23	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: 09/11/23	09/17/23	-----S		1				\$500.00		0.00			
N 10	WHAS	09/13/23	09/19/23	Nightline	CM	1237-106a	MTWTF--	:30	2	\$80.00	P02	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WTF--		3				\$80.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$80.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	WHAS	09/18/23-09/24/23	Nightline		1237-106a	MT-----	:30		<del>(\$80.00)</del>		0.00	NM		
				See MG 11.6,11.7											
				[Program Change-Nightline DB-msw]											
N 11	WHAS	09/13/23	09/19/23	Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:30	3	\$120.00	P02	0.00	NM	6	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WTF--		3				\$120.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$120.00		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
4	WHAS	09/18/23-09/24/23		Jimmy Kimmel		1135p-1237a	MT-----	:30	1	<del>(\$120.00)</del>		0.00	NM		
See MG 11.8															
5	WHAS	09/18/23-09/24/23		Jimmy Kimmel		1135p-1237a	MT-----	:30	1	<del>(\$120.00)</del>		0.00	NM		
See MG 11.6,11.7															
[Program Change-11p News DB-msw]															
6	WHAS	09/18/23-09/18/23		Jimmy Kimmel DB		Various	M-----	:30	1	\$120.00		0.00	NM		
Ⓜ MG for 10.4,11.5															
7	WHAS	09/18/23-09/18/23		Nightline DB		107-136a	M-----	:30	1	\$80.00		0.00	NM		
Ⓜ MG for 10.4,11.5															
8	WHAS	09/18/23-09/24/23		Jimmy Kimmel DB		Various	M-----	:30	1	\$120.00		0.00	NM		
Ⓜ MG for 11.4 09/19															
N 12	WHAS	09/16/23	09/16/23	Local News @ 9a Sa	CM	9-10a	-----S-	:30	1	\$180.00	P02	0.00	NM	1	\$180.00
Local News @ 9a Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S-		1				\$180.00		0.00			
N 13	WHAS	09/17/23	09/17/23	Seal Team 1235-135a SGM		1235-135a	-----S	:30	1	\$80.00	P02	0.00	NM	1	\$80.00
Seal Team 1205-105a Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S		1				\$80.00		0.00			
N 14	WHAS	09/16/23	09/16/23	Seal Team 1205-105a S6M		1205-105a	-----S-	:30	1	\$120.00	P02	0.00	NM	1	\$120.00
Seal Team 1205-105a Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S-		1				\$120.00		0.00			
N 15	WHAS	09/17/23	09/17/23	Sun Prime A	CM	7-8p	-----S	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
America's Funniest Home V															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S		1				\$750.00		0.00			
N 16	WHAS	09/13/23	09/19/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	3	\$400.00	P02	0.00	NM	6	\$2,400.00
LN (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	--WTF-S		4				\$400.00		0.00			
Week:		09/18/23	09/24/23	MT-----		2				\$400.00		0.00			
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
5	WHAS	09/18/23-09/24/23	LN (M-Su)	11-1135p	MT-----	:30	<del>(\$400.00)</del>	0.00	NM						
See MG 16.7															
[Program Change-11p News DB-msw]															
7	WHAS	09/18/23-09/18/23	Local News @ 11p M-F DB	Various	M-----	:30	\$400.00	0.00	NM						
Ⓜ MG for 16.5 09/18															
N 17	WHAS	09/14/23	09/14/23	Thu Prime C	CM	10-11p	---T---	: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:		09/11/23	09/17/23	---T---		1				\$750.00		0.00			
N 18	WHAS	09/13/23	09/18/23	Local News @ 12p M-F	CM	12:30 PM-1:00 PM	M-TWTF--	:30	1	\$180.00	P02	0.00	NM	4	\$720.00
Local News @ 12p M-F (12:30 PM-1:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	--WTF--		3				\$180.00		0.00			
Week:		09/18/23	09/24/23	M-----		1				\$180.00		0.00			
N 19	WHAS	09/13/23	09/19/23	Local News @ 4p M-F	CM	4:00 PM-4:30 PM	MTWTF--	:30	2	\$180.00	P02	0.00	NM	4	\$720.00
Local News @ 4p M-F (4:00 PM-4:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	--WTF--		2				\$180.00		0.00			
Week:		09/18/23	09/24/23	MT-----		2				\$180.00		0.00			
N 20	WHAS	09/16/23	09/16/23	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
Local News @ 11p Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S-		1				\$300.00		0.00			

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Advertiser: ISS/ Kentucky Values  
 Product Desc: Kentucky Values :30's  
 Estimate: 913919  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WHAS	09/13/23	09/19/23	iCrimes 105-135a 105-135a M-F	CM	105-135a	MTWTF--	:30	3	\$50.00	P02	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WTF--		3				\$50.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$50.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		5	WHAS	09/18/23-09/18/23	LF (M-F)	1135p-137a	M-----	:30		\$50.00		0.00	NM		
N22	WHAS	09/13/23	09/19/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWT---	:30	2	\$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: 09/11/23	09/17/23	--WT---		2				\$450.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$450.00		0.00			
N23	WHAS	09/13/23	09/19/23	Local News @ 5a M-F Local News @ 5a M-F	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	3	\$160.00	P02	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WTF--		3				\$160.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$160.00		0.00			
N24	WHAS	09/17/23	09/17/23	ROS EM (Su) 6-8a EM (Su) 6-8a	CM	6-8a	-----S	:30	1	\$60.00	P02	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	-----S		1				\$60.00		0.00			
N25	WHAS	09/13/23	09/18/23	Access Daily 10-11a Access Daily 10-11a	CM	10-11a	M-WT---	:30	2	\$120.00	P02	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WT---		2				\$120.00		0.00			
		Week: 09/18/23	09/24/23	M-----		1				\$120.00		0.00			
N26	WHAS	09/13/23	09/19/23	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$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: 09/11/23	09/17/23	--WTF--		3				\$325.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$325.00		0.00			
N27	WHAS	09/13/23	09/19/23	Local News @ 4p M-F Local News @ 4p M-F	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-TWTF--	:30	3	\$180.00	P02	0.00	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WTF--		3				\$180.00		0.00			
		Week: 09/18/23	09/24/23	-T-----		1				\$180.00		0.00			
N28	WHAS	09/13/23	09/19/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWT---	:30	2	\$180.00	P02	0.00	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	--WT---		2				\$180.00		0.00			
		Week: 09/18/23	09/24/23	MT-----		2				\$180.00		0.00			
N29	WHAS	09/17/23	09/17/23	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: 09/11/23	09/17/23	-----S		1				\$350.00		0.00			
N30	WHAS	09/13/23	09/18/23	General Hospital General Hospital	CM	2-3p	M-WF--	:30	2	\$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: 09/11/23	09/17/23	--WF--		2				\$250.00		0.00			
		Week: 09/18/23	09/24/23	M-----		1				\$250.00		0.00			
N31	WHAS	09/18/23	09/18/23	NFL Mo Pre-Game NFL Mo Pre-Game	CM	Various	M-----	:30	1	\$1,200.00	P02	0.00	NM	1	\$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: 09/18/23	09/24/23	M-----		1				\$1,200.00		0.00			
N32	WHAS	09/18/23	09/18/23	NFL Mo Game NFL Mo Game	CM	Various	M-----	:30	1	\$5,000.00	P02	0.00	NM	1	\$5,000.00
		<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	M-----		1				\$5,000.00		0.00			

Totals 82 \$25,905.00