ORDER

Orders	Order / Rev:	2763357		
	Alt Order #:	Manual		
	Product Desc:	Kentucky Values :30's		
	Estimate:	913919		WHAS
	Flight Dates:	09/13/23 - 09/19/23	Primary AE:	Taylor Fritsch
	Original Date / Rev:	09/06/23 / 09/14/23	Sales Office:	TSWAS
	Order Type:	General	Sales Region:	NAT
Agency	Name:	Del Cielo Media / POL	<u></u>	
	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
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
Totals	82	\$25,905,00	\$22.019.25	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	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 Tir	me Days	Len Sp	ots	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									
	Sta	rt Date	End Date	Weekdays Sp	ots/Week	Rate	Rating						
W	eek: 09/	11/23	09/17/23	S-		\$80.00	0.00						

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Order / Rev: 2763357 Advertiser: ISS/ Kentucky Values

Alt Order #: Manual Product Desc: Kentucky Values :30's WHAS

Flight Dates: 09/13/23 - 09/19/23 Estimate: 913919

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Γime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	rt Date	End Date	Weekdays S-	Spots/Week	Rate	Rating						
Week: 09/		09/17/23		1 	\$80.00	0.00	.20		£400 00 D00	0.00 NIM		# 400.00
N 2 WHAS	09/16/2	3 09/16/23	Good Morning A Good Morning A		7-9a		:30	1	\$180.00 P02	0.00 NM	1	\$180.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/23	S-	<u> </u>	\$180.00	0.00						
N 3 WHAS			Good Morning A	merica SSM	8-9a	S	:30	1	\$200.00 P02	0.00 NM	1	\$200.00
			Good Morning A						,			,
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/11/23	09/17/23	S	1	\$200.00	0.00						
N 4 WHAS	09/14/2	3 09/19/23	Daily Blast Live 3 Daily Blast Live		3-4p	MΓ- TF	:30	2	\$160.00 P02	0.00 NM	4	\$640.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/23	TF	2	\$160.00	0.00						
Week: 09/		09/24/23	МГ	2	\$160.00	0.00			^			^.
N 5 WHAS	09/13/2	3 09/18/23	Local News @ 5 Local News @ 5		5-530p	М- WTF	:30	1	\$350.00 P02	0.00 NM	4	\$1,400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/23	WTF	3	\$350.00	0.00						
Week: 09		09/24/23	M	1	\$350.00	0.00						
N 6 WHAS	09/14/2	3 09/14/23	Thu Prime A Generation Gap	СМ	8-9p	T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/11/23	09/17/23	T	1	\$750.00	0.00						
N 7 WHAS	09/13/2	3 09/13/23	Wed Prime C America's Funni	CM est Home V	10-11p	W	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/17/23	W	1	\$750.00	0.00						
N 8 WHAS	09/13/2	3 09/13/23	Wed Prime A Judge Steve Ha	CM rvey	8-9p	W	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/11/23	09/17/23	W	1	\$750.00	0.00						
N 9 WHAS	09/17/2	3 09/17/23	Local News @ 6		630-7p	S	:30	1	\$500.00 P02	0.00 NM	1	\$500.00
			Local News @ 6	•								
	rt Date	End Date	Weekdays C	Spots/Week	Rate	Rating						
Week: 09/		09/17/23	S	1	\$500.00	0.00	.20		\$00.00 D00	0.00 NIM	,	# 222 00
N10 WHAS			Nightline Nightline	СМ	1237-106a	MTWTF	:30	2	\$80.00 P02	U.UU INIM	4	\$320.00
	rt Date		Weekdays WTF	Spots/Week	Rate	Rating						
Week: 09/ Week: 09/		09/17/23 09/24/23	W1 F МГ	3 2	\$80.00 \$80.00	0.00 0.00						
	Date Ra		escription		End Time		Veekdays	Len	ngth Rate	Rtg Type		
		3-09/24/23 N			7-106a	_	Т	_		0.00 NM		
	<i>e MG 11.</i> ogram C	*	line DB-msw]									
			Jimmy Kimmel	CM	1135p-1237	а МГЖТБ	:30	3	\$120.00 P02	0.00 NM	6	\$680.00
	· •/ -		Jimmy Kimmel	· · · ·				ŭ	,	2.23		+300.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/17/23	WГF	3	\$120.00	0.00						
Week: 09	/18/23	09/24/23	МТ	2	\$120.00	0.00					I	

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Order / Rev: 2763357 Advertiser: ISS/ Kentucky Values

Alt Order #: Manual Product Desc: Kentucky Values :30's WHAS

Flight Dates: 09/13/23 - 09/19/23 Estimate: 913919

Ln Ch Start End	Inventory Code		Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	Weekdays MT	Spots/Week	Rate	Rating						
Week: 09/18/23 09/24/23 Spot Ch Date Range [MI Description	2 Stan	\$120.00 t/End Time	0.00	Weekdays	Length	Rate	Rtg Type		
4 NHAS 09/18/23-09/24/23	•		5p-1237a		MT			0.00 NM		
See MG 11.8						.00	(4.20.00)			
5 NHAS 09/18/23-09/24/23 J	limmy Kimmel	1135	5p-1237a		МТ	- :30	(\$120.00)	0.00 NM		
See MG 11.6,11.7	,		•				,			
[Program Change-11p I	News DB-msw]									
6 VHAS 09/18/23-09/18/23 J	limmy Kimmel DB	Vario	ous		M	- :30	\$120.00	0.00 NM		
→ MG for 10.4,11.5										
7 VHAS 09/18/23-09/18/23 N	lightline DB	107-	136a		M	- :30	\$80.00	0.00 NM		
MG for 10.4,11.5										
8 VHAS 09/18/23-09/24/23 J	limmy Kimmel DB	Vario	ous		M	- :30	\$120.00	0.00 NM		
MG for 11.4 09/19										
N12 WHAS 09/16/23 09/16/23	Local News @ 9 Local News @ 9		9-10a	S	S- :30	1 \$	180.00 P02	0.00 NM	1	\$180.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/23 09/17/23	S-	1	\$180.00	0.00						
N13 WHAS 09/17/23 09/17/23	Seal Team 1235	5-135a S G M	1235-135a		S :30	1	\$80.00 P02	0.00 NM	1	\$80.00
	Seal Team 1205	5-105a Su								
Start Date End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 09/11/23 09/17/23		1	\$80.00	0.00			100 00 D00	0.00 104		# 400.00
N14 WHAS 09/16/23 09/16/23	Seal Team 1205 Seal Team 1205		1205-105a	S	5- :30	1 \$	120.00 P02	0.00 NM	1	\$120.00
<u>Start Date</u> <u>End Date</u> Week: 09/11/23 <u>09/17/23</u>	Weekdays S-	Spots/Week 1	Rate \$120.00	Rating 0.00						
N15 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
Start Date End Date	America's Funni Weekdays	iest Home V Spots/Week	Rate	Rating						
Week: 09/11/23 09/17/23	S	<u> </u>	\$750.00	0.00						
N16 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)		•			·				. ,
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
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	\\/\	1	Data	Dta Tuna		
Spot Ch Date Range D 5 NHAS 09/18/23-09/24/23 L	Description N (M-Su)		t/End Time 135p		Weekdays MT	Length :30		Rtg Type 0.00 NM		
See MG 16.7	.iv (ivi-3u)	11-1	1336		IVII	30	(ψ-100.00)	U.UU IVIVI		
[Program Change-11p N	News DB-msw]									
7 VHAS 09/18/23-09/18/23 L		M-F DB Vario	ous		M	- :30	\$400.00	0.00 NM		
→ MG for 16.5 09/18										
N17 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		·							
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/23 09/17/23	T	1	\$750.00	0.00						
N18 WHAS 09/13/23 09/18/23	Local News @ 1 Local News @ 1		12:30 PM-1 (12:30 PM-1	1:00 PMM- WTF- 1:00 PM)	- :30	1 \$	180.00 P02	0.00 NM	4	\$720.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
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						
N19 WHAS 09/13/23 09/19/23	Local News @ 4 Local News @ 4	•	4:00 PM-4: (4:00 PM-4:	30 PM MTW- F- :30 PM)	- :30	2 \$	180.00 P02	0.00 NM	4	\$720.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/23 09/17/23	W- F	2	\$180.00	0.00						
Week: 09/18/23 09/24/23	MT	2 4= C= CM	\$180.00	0.00	.00	4 ^	200 00 500	0.00 1111		# 000 00
N20 WHAS 09/16/23 09/16/23	Local News @ 1 Local News @ 1		11-1135p	S	5- :30	1 \$	300.00 P02	0.00 NM	1	\$300.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/23 09/17/23	S-	1	\$300.00	0.00					l	

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Order / Rev: 2763357 Advertiser: ISS/ Kentucky Values

Alt Order #: Manual Product Desc: Kentucky Values :30's WHAS

Flight Dates: 09/13/23 - 09/19/23 Estimate: 913919

No.
Week: 09/18/23 09/17/23 O9/17/23 O9/17/23 O9/18/23 O9/
Neek: 09/18/23 09/13/23 09/
Spot Ch Date Range Description Start/End Time Tin35p-137a Weekdays Length Rate Rtg Type Start Date Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date
N22 WHAS 09/13/23 09/19/23 Local News @ 6p M-F CM Codal News @ 6p M-F CM Local News @ 6p M-F CM Solution Solution
Local News @ 6p M-F
Week: 09/11/23
Week: 09/18/23 09/24/23 MT 2 \$450.00 0.00
N23 WHAS
Local News @ 5a M-F (5:30 AM-6:00 AM)
Week: 09/11/23
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 CM 6-8aS :30 1 \$60.00 P02 0.00 NM EM (Su) 6-8a EM (Su) 6-8a CM 6-8aS :30 1 \$60.00 P02 0.00 NM 1 \$60.00 P02 0.00 NM EM (Su) 6-8a E
EM (Su) 6-8a Start Date End Date Weekdays Spots/Week Rate Section Sect
Week: 09/11/23 09/17/23 S 1 \$60.00 0.00 N25 WHAS 09/13/23 09/18/23 09/18/23 Access Daily 10-11a CM 10-11a M-WT :30 2 \$120.00 P02 0.00 NM 3 \$360.00 Access Daily 10-11a Start Date Neek: 09/11/23 09/17/23 09/17/23 09/17/23 09/17/23 09/17/23 09/18/23 09/24/23 M 2 \$120.00 0.00 0
N25 WHAS 09/13/23 09/18/23 Access Daily 10-11a CM 10-11a M-WT :30 2 \$120.00 P02 0.00 NM Access Daily 10-11a CM 10-11a M-WT :30 2 \$120.00 P02 0.00 NM Access Daily 10-11a CM Access Daily 10-11a M-WT :30 2 \$120.00 P02 0.00 NM Access Daily 10-11a M-WT :30 2 \$120.00 P02 0.00 NM Access Daily 10-11a M-WT :30 3 \$360.00 Meek: 09/11/23 09/17/23 WT 2 \$120.00 0.00
Access Daily 10-11a Start Date End Date Weekdays Spots/Week Rate Rating
Start Date End Date Weekdays O9/11/23 O9/17/23 O9/17/23 O9/17/23 O9/17/23 O9/17/23 O9/17/23 O9/17/23 O9/18/23 O9/18/23 O9/18/23 O9/18/23 O9/18/23 O9/18/23 O9/18/23 O9/19/23 O9/19/2
Week: 09/11/23
N26 WHAS 09/13/23 09/19/23 Good Morning America CM Good Morning America CM Good Morning America (7:00 AM-8:00 AM MTWTF- :30 3 \$325.00 P02 0.00 NM \$ \$1,625.00 Start Date Week: 09/11/23 09/17/23 Week: 09/18/23 09/24/23 MT 2 \$325.00 0.00 Rate Rating Rating O.00 Rate Rating O.00 Week: 09/18/23 09/19/23 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 CM 4:30 PM-5:00 PM - TWTF- :30 3 \$180.00 P02 0.00 NM 3 \$180.00 P02 0.00 NM
Good Morning America (7:00 AM-8:00 AM)
Start Date Week: 09/11/23 End Date 09/17/23 Weekdays WFF- 3 Spots/Week 3 Rate 3 Rating 0.00 Week: 09/18/23 09/24/23 MT 2 3 \$325.00 0.00 N27 WHAS 09/13/23 09/19/23 Local News @ 4p M-F CM 4:30 PM-5:00 PM - TWFF- 3 :3 \$180.00 P02 0.00 NM 4 \$720.00 Local News @ 4p M-F (4:30 PM-5:00 PM) PM-5:00 PM) PM-5:00 PM
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 CM 4:30 PM-5:00 PM - TWTF :30 3 \$180.00 P02 0.00 NM 4 \$720.00 Local News @ 4p M-F (4:30 PM-5:00 PM)
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 CM 4:30 PM-5:00 PM - TWTF :30 3 \$180.00 P02 0.00 NM 4 \$720.00 Local News @ 4p M-F (4:30 PM-5:00 PM)
Local News @ 4p M-F (4:30 PM-5:00 PM)
·
Week: 09/11/23
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 CM 12:00 PM-12:30 PIMTWT :30 2 \$180.00 P02 0.00 NM 4 \$720.00
Local News @ 12p M-F (12:00 PM-12:30 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 WT 2 \$180.00 0.00
Week: 09/11/23 09/24/23 MT 2 \$180.00 0.00
N29 WHAS 09/17/23 09/17/23 This Week Su CM 9-10aS :30 1 \$350.00 P02 0.00 NM 1 \$350.00
This Week Su
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/11/23 09/17/23 S 1 \$350.00 0.00
N30 WHAS 09/13/23 09/18/23 General Hospital CM 2-3p M-W-F :30 2 \$250.00 P02 0.00 NM 3 \$750.00
General Hospital
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 09/11/23
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 CM Various M :30 1 \$1,200.00 P02 0.00 NM 1 \$1,200.00
NFL Mo Pre-Game NFL Mo Pre-Game NFL Mo Pre-Game
Start Date End Date Weekdays Spots/Week Rate Rating
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 CM Various M :30 1 \$5,000.00 P02 0.00 NM 1 \$5,000.00 NFL Mo Game
Start Date
Week: 09/18/23 09/24/23 M 1 \$5,000.00 0.00