

WHAS 520 W. Chestnut St. Louisville, KY 40202 Main: (502)582-7711 Billina:

Billing Address:

Del Cielo Media / POL **Attention: Accounts Payable** PO Box 25458 Alexandria, VA 22313

Send Payment To:

WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

WHAS

Th 07/20/23

			Page 1 of 6	
VOICE			-	
Property	WHAS			
Invoice #	2741227-1	Order #	2741227	
Invoice Date	07/23/23	Alt Order #	WOC14214391	
Invoice Month	July 2023	Deal #		
Invoice Period	06/26/23 - 07/20/23	Flight Dates	07/10/23 - 07/20/23	
Advertiser	ISS/ Kentucky Value	S		
Product	Order			
Estimate #	714720			
	Account Executive	Taylor Fritsch		
	Sales Office	TEGNA Sale	s Washington DC	
	Sales Region	National		
	Agency Code	1977		
	Advertiser Code	KEN23		
	Billing Calendar	Broadcast		
	Billing Type	Cash		
	Special Handling			
	Agency Ref	10630AG		
	Advertiser Ref	M218412		
	Product 1	ORDR		
	Product 2			

Spots/

:30 RGA0223TVH

Line Start D	Date End	Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
1 07/10/	/23 07/2	20/23	WHAS11 ON	NEWS AT NO	12:00 PM-12:30 PM	1	:30	1	\$180.00	NM		
Weeks	: Start 07/10		End Date 07/16/23	<u>MTWTFSS</u> 1	Spots/Week 1	Rate \$180.00						
Spots: #	Ch Da	ay Air I	Date Air	Time Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate	Type
1 1	WHAS I	= 07 /1	14/23 12:0	9 PM WHAS11	NEWS AT NOON	12:00 PM-12:30	PN :3	O RGAO223TVH			\$180.00	NM
Weeks	: Start 07/17		End Date 07/23/23	<u>МГWГFSS</u> 1111	Spots/Week 4	<u>Rate</u> \$180.00						
Spots: #	Ch Da	ay Air l	Date Air	Time Descripti	on	Start/End Time	Lengt	h Ad-ID			Rate	Type
2	WHAS I	M 07/1	17/23 12:0	7 PM WHAS11	NEWS AT NOON	12:00 PM-12:30	PN :3	O RGAO223TVH			\$180.00	NM
3	WHAS -	Tu 07/1	18/23 12:1	IO PM WHAS11	NEWS AT NOON	12:00 PM-12:30	PN :3	O RGAO223TVH			\$180.00	NM
4	WHAS \	N 07/1	19/23 12:2	9 PM WHAS11	NEWS AT NOON	12:00 PM-12:30	PN :3	O RGAO223TVH			\$180.00	NM
5		Th 07/2 redited	20/23	WHAS11	1 NEWS AT NOON	12:00 PM-12:30	PN :0	0			\$180.00	NM
2 07/10/	/23 07/2	20/23	WHAS11 P	NEWS AT1230	12:30 PM-1:00 PM	1	:30	1	\$180.00	NM		
Weeks	: Start 07/10		End Date 07/16/23	<u>МГWГFSS</u> 1	Spots/Week 1	Rate \$180.00						
Spots: #	Ch Da	ay Airl	Date Air	Time Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate	Type
1	WHAS I	07/1	14/23 12:3	B9 PM WHAS11	NEWS AT1230P	12:30 PM-1:00 P	:3 M	O RGA0223TVH			\$180.00	NM
Weeks	s: <u>Start</u> 07/17		End Date 07/23/23	<u>МГWГFSS</u> 1111	Spots/Week 4	<u>Rate</u> \$180.00						
Spots: #	Ch Da	ay Airl	Date Air	Time Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate	Type
2	WHAS I	M 07/1	17/23 12:5	52 PM WHAS11	NEWS AT1230P	12:30 PM-1:00 P	:3 M	O RGAO223TVH			\$180.00	
3	WHAS 7	Tu 07/1	18/23 12:5	51 PM WHAS11	NEWS AT1230P	12:30 PM-1:00 P	:3 M	O RGAO223TVH			\$180.00	NM
4	WHAS \	N 07/1	19/23 12:5	8 PM WHAS11	NEWS AT1230P	12:30 PM-1:00 P	:3 M	O RGAO223TVH			\$180.00	NM

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12:30 PM-1:00 PM

12:48 PM WHAS11 NEWS AT1230P

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Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

\$180.00 NM





WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

Invoice #	2741227-1	Invoice Month	July 2023
Invoice Date	07/23/23	Invoice Period	06/26/23 - 07/20/23
Advertiser	ISS/ Kentucky Values		
Product	Order		
Estimate #	714720		

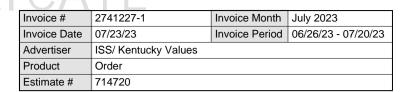
						Spots/			
Line Start Da	te End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
3 07/10/23	07/16/23	GOOD MORNING AM	ER 8-9a	1	:30	1	\$200.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Spots: # C	07/10/23	07/16/23 1	1 Intion	\$200.00 Start/End Time	Long	-b			Poto Typo
:	<u>Ch</u> <u>Day Air</u> VHAS Su 07		D MORNING AMERICA	8-9a		<u>:h Ad-ID</u> 0 RGA0223TVI	1		Rate Type \$200.00 NM
	VIIAS 50 07	710/23 0.40 AW GOOL	NORMING AMERICA			U Ranozzoi vi			φ200.00 INIVI
4 07/10/23	07/15/23	GOOD MORNING AM ICA	ER	1-	:30	1	\$180.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFSS1-	Spots/Week 1	Rate \$180.00					
· ·	<u>Day</u> Air		ption	Start/End Time		th Ad-ID			Rate Type
1 V	VHAS Sa 07	/15/23 7:59 AM GOOD	MORNING AMERICA		:3	O RGA0223TVI	H		\$180.00 NM
5 07/10/23	07/16/23	THIS WEEK	9-10a	1	:30	1	\$350.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFSS1	Spots/Week 1	Rate \$350.00					
Spots: # 0	Ch Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	th Ad-ID			Rate Type
1 V	VHAS Su 07	/16/23 9:59 AM THIS \	WEEK	9-10a	:3	O RGAO223TVI	Ŧ		\$350.00 NM
6 07/10/23	07/15/23	WHAS11 NEWS @ 6:	30 630-7p	1-	:30	1	\$240.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFSS1	Spots/Week 1	Rate \$240.00					
Spots: # C	<u>Day Air</u>	Date Air Time Descri	ption	Start/End Time	Leng	h Ad-ID			Rate Type
1 V	VHAS Sa 07	/15/23 6:39 PM WHAS	S11 NEWS @ 6:30P	630-7p	:3	O RGA0223TVI	H		\$240.00 NM
7 07/10/23	07/20/23	WHAS11 NEWS @ 43	60 4:30 PM-5:00 PM	1	:30	1	\$180.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFSS1	Spots/Week 1	Rate \$180.00					
Spots: # C	<u>Day Air</u>	Date Air Time Descri	ption	Start/End Time	Lengt	th Ad-ID			Rate Type
1 V	VHAS F 07		S11 NEWS @ 430P	4:30 PM-5:00 PM	M :3	O RGA0223TVI	H		\$180.00 NM
Weeks:	Start Date 07/17/23	07/23/23 11-1	Spots/Week 3	Rate \$180.00					
– –	Ch Day Air			Start/End Time		h Ad-ID			Rate Type
	VHAS M 07		S11 NEWS @ 430P	4:30 PM-5:00 PM		O RGA0223TVI			\$180.00 NM
-	VHAS Tu 07		S11 NEWS @ 430P	4:30 PM-5:00 PM		O RGA0223TVI			\$180.00 NM
4 V	VHAS Th 07	/20/23 4:40 PM WHAS	S11 NEWS @ 430P	4:30 PM-5:00 PM	M :3	O RGA0223TVI	H		\$180.00 NM
8 07/10/23	07/16/23	WHAS11 NEWS SUNI Y	DA 630-7p	1	:30	1	\$500.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFSS1	Spots/Week 1	Rate \$500.00					
Spots: # 0	Ch Day Air	Date Air Time Descri	ption	Start/End Time	Leng	h Ad-ID			Rate Type
1 V	VHAS Su 07	/16/23 6:37 PM WHAS	S11 NEWS SUNDAY	630-7p	:3	O RGA0223TVI	H		\$500.00 NM
9 07/17/23	07/19/23	WHAS11 NEWS @ 6F	9 6-630p	111	:30	3	\$450.00	NM	

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						Spots/			
Line Start D	Date End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
9 07/17/	/23 07/19/23	WHAS11 NEWS @ 6P	6-630p	111	:30	3	\$450.00	NM	
Weeks	: Start Date 07/17/23	End Date MTWTFSS 111	Spots/Week 3	<u>Rate</u> \$450.00					
Spots: #	Ch Day A		otion	Start/End Time	Lengtl	n Ad-ID			Rate Type
1	WHAS M 0	7/17/23 6:23 PM WHAS	11 NEWS @ 6P	6-630p	:30	RGA0223TVF	I		\$450.00 NM
2	WHAS Tu 0	7/18/23 6:28 PM WHAS	11 NEWS @ 6P	6-630p	:30	RGA0223TVH	I		\$450.00 NM
3	WHAS W 0	7/19/23 6:24 PM WHAS	11 NEWS @ 6P	6-630p	:30	RGA0223TVI	I		\$450.00 NM
10 07/10/	/23 07/20/23	WHAS11 NEWS @ 5P	5-530p	1	:30	1	\$350.00	NM	
Weeks	: Start Date 07/10/23	End Date MTWTFSS 1	Spots/Week 1	Rate \$350.00					
Spots: #	Ch Day A	-		Start/End Time	l enatl	n Ad-ID			Rate Type
1		7/14/23 5:27 PM WHAS		5-530p) RGA0223TVF	I		\$350.00 NM
Weeks		1 mumpag	Spots/Week 2	Rate \$350.00	.0.				φοσοίου
Spots: #	Ch Day A	ir Date Air Time Descrip	otion	Start/End Time	Lengtl	n Ad-ID			Rate Type
2	WHAS W 0	7/19/23 5:23 PM WHAS	11 NEWS @ 5P	5-530p	:30	RGA0223TVF	I		\$350.00 NM
3	WHAS Th 0	7/20/23 5:13 PM WHAS	11 NEWS @ 5P	5-530p	:30	RGA0223TVF	I		\$350.00 NM
11 07/10/	/23 07/18/23	WHAS11 NEWS @ 530) 530-6p	1	:30	1	\$400.00	NM	
Weeks	: Start Date 07/10/23	End Date MTWTFSS 1	Spots/Week 1	Rate \$400.00					
Spots: #	Ch Day A	ir Date Air Time Descrip	otion_	Start/End Time	Lengtl	n Ad-ID			Rate Type
1	WHAS F 0		11 NEWS @ 530P	530-6p	:30	RGA0223TVF	I		\$400.00 NM
Weeks	: Start Date 07/17/23	End Date 07/23/23 11	Spots/Week 2	<u>Rate</u> \$400.00					
Spots: #	<u>Ch</u> <u>Day</u> A			Start/End Time		n Ad-ID			Rate Type
2			11 NEWS @ 530P	530-6p) RGA0223TVF			\$400.00 NM
3	WHAS Tu 0	7/18/23 5:38 PM WHAS	11 NEWS @ 530P	530-6p	:30) RGA0223TVF	l		\$400.00 NM
12 07/10/	/23 07/19/23	JIMMY KIMMEL	1135p-1237a	1	:30	1	\$120.00	NM	
Weeks	: Start Date 07/10/23	End Date MTWTFSS 1	Spots/Week 1	Rate \$120.00					
Spots: #	Ch Day A	ir Date Air Time Descrip	otion	Start/End Time	Lengtl	n Ad-ID			Rate Type
1	WHAS F 0	7/14/23 11:52 PM JIMMY	KIMMEL	1135p-1237a	:30	RGA0223TVF	I		\$120.00 NM
Weeks	: Start Date 07/17/23	End Date MTWTFSS 111	Spots/Week	<u>Rate</u> \$120.00					
Spots: #	Ch Day A		otion	Start/End Time	Lenati	n Ad-ID			Rate Type
2		7/17/23 12:14 AM JIMMY		1135p-1237a) RGA0223TVF	I		\$120.00 NM
3		7/18/23 12:12 AM JIMMY		1135p-1237a		RGA0223TVF			\$120.00 NM
4		7/19/23 12:11 AM JIMMY		1135p-1237a	:30	RGA0223TVH	I		\$120.00 NM
13 07/10/	23 07/15/23	ENTERTAINMENT TOI	NI 7-8p	1-	:30	1	\$200.00	NM	
14/	0:	5 15 / MEHTECC							

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Rate

Spots/Week

MTWTFSS

Weeks:

Start Date

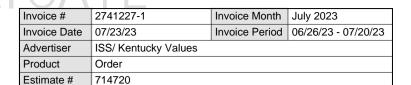
End Date

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Spots/

						Spots/			
Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
13 07/10/23	07/15/23	ENTERTAINMENT GH	TONI 7-8p	1-	:30	1	\$200.00	NM	
Spots: <u>#</u> <u>CI</u> 1 W	07/10/23 <u>h Day Ai</u> HAS Sa 07		·	\$200.00 Start/End Time 7-8p		n <u>Ad-ID</u>) RGA0223TV	н		Rate Type \$200.00 NM
14 07/10/23	07/18/23	INSIDE EDITION	730-8p	1	:30	1	\$500.00	NM	
Weeks: Spots: # CI		07/16/23 1- r Date <u>Air Time</u> Des	- 1 scription	Rate \$500.00 Start/End Time		n Ad-ID			Rate Type
Weeks:	07/17/23	End Date 07/23/23 11	- 2	730-8p <u>Rate</u> \$500.00) RGA0223TV	Н		\$500.00 NM
	<u>h Day Ai</u> HAS M 07 HAS Tu 07	7/17/23 7:49 PM INS	SIDE EDITION SIDE EDITION	Start/End Time 730-8p 730-8p	:30	<u>Ad-ID</u>) RGA0223TV) RGA0223TV			Rate Type \$500.00 NM \$500.00 NM
15 07/17/23	07/20/23	GENERATION GAR	9-10p	1	:30	1	\$750.00	NM	
Weeks:	Start Date 07/17/23	End Date 07/23/231	- 1	Rate \$750.00		4.115			D T
Spots: <u>#</u> <u>Cl</u> 1 W	<u>h Day Ai</u> HAS Th 07		NERATION GAP	Start/End Time 9-10p		n <u>Ad-ID</u>) RGA0223TV	Н		Rate Type \$750.00 NM
16 07/15/23	07/15/23	WNBA Basketball P	rime Various	1-	:30	1	\$350.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFS 07/16/231	- 1	Rate \$350.00					
Spots: <u>#</u> <u>Cl</u> 1 W	<u>h Day Ai</u> HAS Sa 07		scription IBA Basketball Prime	Start/End Time Various		n <u>Ad-ID</u>) RGA0223TV	Н		Rate Type \$350.00 NM
17 07/16/23	07/16/23	AMERICAS FUNNI	ESTH 7-8p	1	:30	1	\$750.00	NM	
Weeks:	Start Date 07/10/23	End Date MTWTFS		Rate \$750.00					
Spots: <u>#</u> <u>Cl</u> 1 W	<u>h Day Ai</u> HAS Su 07		scription ERICAS FUNNIESTHO	Start/End Time 7-8p		<u>Ad-ID</u>) RGA0223TV	Н		Rate Type \$750.00 NM
18 07/17/23	07/18/23	Tue Prime Other	8-11p	- 1	:30	1	\$650.00	NM	
Weeks:	Start Date 07/17/23	End Date MTWTFS - 1		Rate \$650.00					
Spots: <u>#</u> <u>CI</u> 1 W	<u>h</u> <u>Day Ai</u> HAS Tu 07		scription e Prime Other	Start/End Time 8-11p		n <u>Ad-ID</u>) RGA0223TV	Н		Rate Type \$650.00 NM
19 07/17/23	07/17/23	CLAIM TO FAME	8-9p	1	:30	1	\$650.00	NM	
Weeks:	Start Date	End Date MTWTFS	Spots/Week	Rate					

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Advertiser	ISS/ Kentucky Values		
Product	Order		
Estimate #	714720		

Spots/

						Spots/			
Line Start Dat	te End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
19 07/17/23	07/17/23	CLAIM TO FAME	8-9p	1	:30	1	\$650.00	NM	
	07/17/23 <u>Ch Day Air</u> VHAS M 07			\$650.00 Start/End Time 8-9p		n <u>Ad-ID</u>) RGA0223TVF	I		<u>Rate</u> <u>Type</u> \$650.00 NM
20 07/15/23	07/15/23	WNBA Basketball Prime	e Various	1-	:30	1	\$350.00	NM	
	VHAS Sa 07	07/16/23 1 Date Air Time Description /15/23 8:42 PM WNBA	btion Basketball Prime	Rate \$350.00 Start/End Time Various	:30	n <u>Ad-ID</u>) RGA0223TVI			Rate Type \$350.00 NM
21 07/17/23	07/18/23	Tue Prime Other	8-11p	- 1	:30	1	\$800.00	NM	
Weeks: Spots: # 0	Start Date 07/17/23 Ch Day Air VHAS Tu 07	07/23/23 - 1 · Date Air Time Descrip	<u>otion</u>	Rate \$800.00 <u>Start/End Time</u> 8-11p		n <u>Ad-ID</u>) RGA0223TVF	I		<u>Rate</u> <u>Type</u> \$800.00 NM
22 07/17/23	07/20/23	PRESS YOUR LUCK	8-9p	1	:30	1	\$800.00	NM	
Weeks: Spots: # C 1 V	Start Date 07/17/23 Ch Day Air VHAS Th 07	Date Air Time Descrip	Spots/Week 1 otion S YOUR LUCK	Rate \$800.00 Start/End Time 8-9p		n <u>Ad-ID</u>) RGA0223TVI	I		<u>Rate</u> <u>Type</u> \$800.00 NM
23 07/10/23	07/14/23	20/20	9:00 PM-11:00 PM	1	:30	1	\$650.00	NM	
Weeks: Spots: # 0			· ·	<u>Rate</u> \$650.00 <u>Start/End Time</u> 9:00 PM-11:00 P		n <u>Ad-ID</u>) RGA0223TVF	I		<u>Rate</u> <u>Type</u> \$650.00 NM
24 07/15/23	07/15/23	WNBA Basketball Prime	e Various	1-	:30	1	\$350.00	NM	
Weeks: Spots: # 0	Start Date 07/10/23 Ch Day Air VHAS Sa 07	07/16/231- Date Air Time Descrip		Rate \$350.00 Start/End Time Various		n <u>Ad-ID</u>) RGA0223TVF	I		<u>Rate</u> <u>Type</u> \$350.00 NM
25 07/10/23	07/14/23	SHARK TANK ENC	8-9p	1	:30	1	\$750.00	NM	
Weeks: Spots: # C 1 V	Start Date 07/10/23 Ch Day Air VHAS F 07	07/16/23 1 Date Air Time Descrip	otion_	Rate \$750.00 Start/End Time 8-9p		n <u>Ad-ID</u>) RGA0223TVI	I		<u>Rate</u> <u>Type</u> \$750.00 NM
26 07/17/23	07/20/23	THE CHASE	10-11p	1	:30	1	\$750.00	NM	

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Spots/

Line Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type

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 Spots:
 #
 Ch
 Day
 Air Date
 Air Time
 Description
 Start/End Time
 Length
 Ad-ID
 Rate
 Type

 1
 WHAS
 Th
 07/20/23
 10:45 PM THE CHASE
 10-11p
 :30 RGA0223TVH
 \$750.00 NM

Total Spots 47

Include Invoice # on Check - Payment Terms 30 Days

<u>Gross Total</u> \$17,190.00

Agency Commission \$2,578.50

Net Amount Due \$14,611.50

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at http://bit.ly/2eyrbCA, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at https://premion.com/advertising-terms-and-conditions/.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.