

ORDER

Orders
Order / Rev: 2764318
Alt Order #: Manual
Product Desc: Kentucky Values :30's
Estimate: 920926
Flight Dates: 09/20/23 - 09/26/23
Original Date / Rev: 09/07/23 / 09/08/23
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	09/24/23	61	\$16,815.00	\$14,292.75
09/25/23	09/26/23	32	\$8,590.00	\$7,301.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	61	\$16,815.00	\$14,292.75	0.00
October 2023	32	\$8,590.00	\$7,301.50	0.00
Totals	93	\$25,405.00	\$21,594.25	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%	\$25,405.00
Market	100%	\$141,138.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$115,733.89
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	09/26/23	09/26/23	Tue Prime B Abbott Elementary	CM	9-10p	-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>			

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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: 09/25/23	10/01/23	-T-----		1				\$750.00		0.00			
N 2	WHAS	09/23/23	09/23/23	Local News @ 6a Sa Local News @ 6a Sa	CM	6-7a	-----S-	:30	1	\$80.00	P02	0.00	NM	1	\$80.00
		<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	-----S-		1				\$80.00		0.00			
N 3	WHAS	09/23/23	09/23/23	Good Morning America Sa 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: 09/18/23	09/24/23	-----S-		1				\$180.00		0.00			
N 4	WHAS	09/23/23	09/23/23	Local News @ 9a Sa Local News @ 9a Sa	CM	9-10a	-----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: 09/18/23	09/24/23	-----S-		1				\$180.00		0.00			
N 5	WHAS	09/24/23	09/24/23	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: 09/18/23	09/24/23	-----S		1				\$350.00		0.00			
N 6	WHAS	09/20/23	09/26/23	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: 09/18/23	09/24/23	--WTF--		3				\$180.00		0.00			
		Week: 09/25/23	10/01/23	-T-----		1				\$180.00		0.00			
N 7	WHAS	09/20/23	09/25/23	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	M-WTF--	:30	3	\$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: 09/18/23	09/24/23	--WTF--		3				\$350.00		0.00			
		Week: 09/25/23	10/01/23	M-----		1				\$350.00		0.00			
N 8	WHAS	09/24/23	09/24/23	Local News @ 630p Su 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: 09/18/23	09/24/23	-----S		1				\$500.00		0.00			
N 9	WHAS	09/20/23	09/26/23	LN (M-Su) LN (M-Su)	CM	11-1135p	MTWTF-S	:30	3	\$400.00	P02	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	--WTF-S		4				\$400.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$400.00		0.00			
N 10	WHAS	09/23/23	09/23/23	Local News @ 11p Sa Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
		<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	-----S-		1				\$300.00		0.00			
N 11	WHAS	09/20/23	09/26/23	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:30	3	\$120.00	P02	0.00	NM	5	\$600.00
		<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	--WTF--		3				\$120.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$120.00		0.00			
N 12	WHAS	09/26/23	09/26/23	Tue Prime C What Would You Do?	CM	10-11p	-T-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/23	10/01/23	-T-----		1				\$650.00		0.00			
N 13	WHAS	09/20/23	09/25/23	General Hospital General Hospital	CM	2-3p	M-WTF--	:30	3	\$250.00	P02	0.00	NM	4	\$1,000.00
		<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	--WTF--		3				\$250.00		0.00			
		Week: 09/25/23	10/01/23	M-----		1				\$250.00		0.00			
N 14	WHAS	09/20/23	09/26/23	Access Daily 10-11a Access Daily 10-11a	CM	10-11a	MTWTF--	:30	3	\$120.00	P02	0.00	NM	5	\$600.00
		<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	--WTF--		3				\$120.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$120.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WHAS	09/21/23	09/26/23	Daily Blast Live 3-4p 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: 09/18/23	09/24/23	---TF--		2				\$160.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$160.00		0.00			
N 16	WHAS	09/20/23	09/26/23	Local News @ 4p M-F Local News @ 4p M-F	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTW-F--	: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: 09/18/23	09/24/23	--W-F--		2				\$180.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$180.00		0.00			
N 17	WHAS	09/24/23	09/24/23	Good Morning America 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: 09/18/23	09/24/23	-----S		1				\$200.00		0.00			
N 18	WHAS	09/20/23	09/26/23	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: 09/18/23	09/24/23	--WT---		2				\$450.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$450.00		0.00			
N 19	WHAS	09/20/23	09/26/23	Nightline Nightline	CM	1237-106a	MTWTF--	:30	3	\$80.00	P02	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	--WTF--		3				\$80.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$80.00		0.00			
N 20	WHAS	09/20/23	09/26/23	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: 09/18/23	09/24/23	--WTF--		3				\$50.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$50.00		0.00			
N 21	WHAS	09/23/23	09/23/23	Seal Team 1205-105a Seal Team 1205-105a Sa	CM	1205-105a	-----S-	:30	1	\$120.00	P02	0.00	NM	1	\$120.00
		<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	-----S-		1				\$120.00		0.00			
N 22	WHAS	09/24/23	09/24/23	Seal Team 1235-135a Seal Team 1205-105a Su	CM	1235-135a	-----S	:30	1	\$80.00	P02	0.00	NM	1	\$80.00
		<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	-----S		1				\$80.00		0.00			
N 23	WHAS	09/22/23	09/22/23	Fri Prime A Shark Tank	CM	8-9p	----F--	: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: 09/18/23	09/24/23	----F--		1				\$750.00		0.00			
N 24	WHAS	09/20/23	09/26/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PMTWTF--	:30	3	\$180.00	P02	0.00	NM	5	\$900.00
		<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	--WTF--		3				\$180.00		0.00			
		Week: 09/25/23	10/01/23	MT-----		2				\$180.00		0.00			
N 25	WHAS	09/20/23	09/26/23	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	M-TF--	:30	2	\$400.00	P02	0.00	NM	3	\$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	---TF--		2				\$400.00		0.00			
		Week: 09/25/23	10/01/23	M-----		1				\$400.00		0.00			
N 26	WHAS	09/21/23	09/21/23	Thu Prime C Thu Prime C	CM	10-11p	---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: 09/18/23	09/24/23	---T---		1				\$750.00		0.00			
N 27	WHAS	09/26/23	09/26/23	Tue Prime A Judge Steve Harvey	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: 09/25/23	10/01/23	-T-----		1				\$750.00		0.00			

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N28	WHAS	09/20/23	09/26/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	3	\$180.00	P02	0.00	NM	5	\$900.00
		<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	--WTF--					3	\$180.00		0.00			
		Week: 09/25/23	10/01/23	MT-----					2	\$180.00		0.00			
N29	WHAS	09/24/23	09/24/23	Sun Prime A America's Funniest Home V	CM	7-8p	-----S	: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: 09/18/23	09/24/23	-----S					1	\$750.00		0.00			
N30	WHAS	09/22/23	09/22/23	Fri Prime Other 20/20	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----F--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
		<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	----F--					1	\$650.00		0.00			
N31	WHAS	09/23/23	09/23/23	NCAA FB Daytime EarlyGM NCAA Football Game 1	CM	12-330p	-----S-	:30	2	\$950.00	P02	0.00	NM	2	\$1,900.00
		<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	-----S-					2	\$950.00		0.00			
N32	WHAS	09/24/23	09/24/23	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: 09/18/23	09/24/23	-----S					1	\$60.00		0.00			
N33	WHAS	09/20/23	09/26/23	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: 09/18/23	09/24/23	--WTF--					3	\$160.00		0.00			
		Week: 09/25/23	10/01/23	MT-----					2	\$160.00		0.00			
N34	WHAS	09/20/23	09/26/23	Good Morning America Good Morning America	CM	7-9a	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: 09/18/23	09/24/23	--WTF--					3	\$325.00		0.00			
		Week: 09/25/23	10/01/23	MT-----					2	\$325.00		0.00			
N35	WHAS	09/25/23	09/26/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MT-----	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/23	10/01/23	MT-----					1	\$450.00		0.00			
													Totals	93	\$25,405.00