ORDER

Orders	Order / Rev:	2764318		
	Alt Order #:	Manual		
	Product Desc:	Kentucky Values :30's		
	Estimate:	920926		WHAS
	Flight Dates:	09/20/23 - 09/26/23	Primary AE:	Taylor Fritsch
	Original Date / Rev:	09/07/23 / 09/08/23	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
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 Tir	ne Days	Len Spo	ots	Rate Pri	Rtg Type Spo	ts	Amount
Ī	V 1	WHAS	09/26/23	09/26/23	Tue Prime B	CM	9-10p	- T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Abbott Elementary														
		Sta	rt Date I	End Date	Weekdays	Spots/Week	Rate	Rating				ı		

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Order / Rev: 2764318 Advertiser: ISS/ Kentucky Values

Week: 09/25/23

10/01/23

МТ----

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

Flight Dates: 09/20/23 - 09/26/23 Estimate: 920926

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 09/25/23	End Date 10/01/23	<u>Weekdays</u> - T	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
N 2 WHAS 09/23/2		Local News @ 6a	a Sa CM	6-7a	S-	:30	1	\$80.00 P02	0.00 NM	1	\$80.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays S-	Spots/Week 1	Rate \$80.00	Rating 0.00						
N 3 WHAS 09/23/2	23 09/23/23	Good Morning Ar Good Morning A		7-9a	S-	:30	1	\$180.00 P02	0.00 NM	1	\$180.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays	Spots/Week 1	<u>Rate</u> \$180.00	Rating 0.00						
N 4 WHAS 09/23/2	23 09/23/23	Local News @ 9a Local News @ 9a		9-10a	S-	:30	1	\$180.00 P02	0.00 NM	1	\$180.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays	Spots/Week	<u>Rate</u> \$180.00	Rating 0.00						
N 5 WHAS 09/24/2		This Week Su This Week Su	CM	9-10a	S	:30	1	\$350.00 P02	0.00 NM	1	\$350.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays S	Spots/Week 1	Rate \$350.00	Rating 0.00						
N 6 WHAS 09/20/2	23 09/26/23	Local News @ 4p Local News @ 4		4:30 PM-5:00 (4:30 PM-5:0	O PM - TWTF O PM)	:30	3	\$180.00 P02	0.00 NM	4	\$720.00
Start Date Week: 09/18/23 Week: 09/25/23	End Date 09/24/23 10/01/23	<u>Weekdays</u> WTF - T	Spots/Week 3 1	Rate \$180.00 \$180.00	Rating 0.00 0.00						
N 7 WHAS 09/20/2	23 09/25/23	Local News @ 5p		5-530p	М- WГF	:30	3	\$350.00 P02	0.00 NM	4	\$1,400.00
Start Date Week: 09/18/23 Week: 09/25/23	End Date 09/24/23 10/01/23	Weekdays WTF M	Spots/Week 3	Rate \$350.00 \$350.00	Rating 0.00 0.00						
N 8 WHAS 09/24/2	23 09/24/23	Local News @ 63		630-7p	S	:30	1	\$500.00 P02	0.00 NM	1	\$500.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
N 9 WHAS 09/20/2	23 09/26/23	LN (M-Su) LN (M-Su)	СМ	11-1135p	MTWTF- S	:30	3	\$400.00 P02	0.00 NM	6	\$2,400.00
<u>Start Date</u> Week: 09/18/23 Week: 09/25/23	End Date 09/24/23 10/01/23	Weekdays WTF-S MT	Spots/Week 4 2	Rate \$400.00 \$400.00	Rating 0.00 0.00						
N10 WHAS 09/23/2	23 09/23/23	Local News @ 11 Local News @ 1		11-1135p	S-	:30	1	\$300.00 P02	0.00 NM	1	\$300.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays	Spots/Week 1	Rate \$300.00	Rating 0.00						
N11 WHAS 09/20/2	23 09/26/23	Jimmy Kimmel Jimmy Kimmel	СМ	1135p-1237a	а МГЖГБ	:30	3	\$120.00 P02	0.00 NM	5	\$600.00
<u>Start Date</u> Week: 09/18/23 Week: 09/25/23	End Date 09/24/23 10/01/23	Weekdays WTF MT	Spots/Week 3 2	Rate \$120.00 \$120.00	Rating 0.00 0.00						
N12 WHAS 09/26/2	23 09/26/23	Tue Prime C What Would You	CM ı Do?	10-11p	- T	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
Start Date Week: 09/25/23	End Date 10/01/23	Weekdays - T	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
N13 WHAS 09/20/2	23 09/25/23	General Hospital General Hospital		2-3p	М- WTF	:30	3	\$250.00 P02	0.00 NM	4	\$1,000.00
Start Date Week: 09/18/23 Week: 09/25/23	End Date 09/24/23 10/01/23	Weekdays WTF M	Spots/Week 3 1	Rate \$250.00 \$250.00	Rating 0.00 0.00						
N14 WHAS 09/20/2	23 09/26/23	Access Daily 10-		10-11a	МГWГF	:30	3	\$120.00 P02	0.00 NM	5	\$600.00
Start Date Week: 09/18/23	End Date 09/24/23	Weekdays WTF	Spots/Week 3	Rate \$120.00	Rating 0.00						

2 \$120.00

0.00

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Order / Rev: 2764318 Advertiser: ISS/ Kentucky Values

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

Flight Dates: 09/20/23 - 09/26/23 Estimate: 920926

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
N15 WHAS 0)9/21/23	3 09/26/23	Daily Blast Live 3- Daily Blast Live 3-	•	3-4p	МГ- TF	:30	2	\$160.00 P02	0.00 NM	4	\$640.00
Start [Week: 09/18	3/23	End Date 09/24/23	Weekdays TF	Spots/Week 2	Rate \$160.00	Rating 0.00						
Week: 09/25		10/01/23	MT	2 M.E. CM	\$160.00	0.00 30 PM MTW- F	:30		\$400 00 D02	0.00 NIM	4	¢720.00
N 10 WHAS U	J9/20/23	09/20/23	Local News @ 4p Local News @ 4p		(4:00 PM-4:		.30	2	\$180.00 P02	U.UU INIVI	4	\$720.00
Start I		End Date	Weekdays	Spots/Week	Rate	Rating					l	
Week: 09/18 Week: 09/25		09/24/23 10/01/23	W- F МТ	2	\$180.00 \$180.00	0.00 0.00					l	
N17 WHAS 0			Good Morning Am		8-9a	S	:30	1	\$200.00 P02	0.00 NM	1	\$200.00
			Good Morning An						*			* ======
Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/18 N18 WHAS 0		09/24/23	Local News @ 6p	M-F CM	\$200.00 6-630p	0.00 МГWГ	:30	2	\$450.00 P02	0.00 NM	4	\$1,800.00
NIO WIAS O	03/20/20	09/20/23	Local News @ 6p		0-030р	WII WI	.50	2	ψ430.001 02	0.00 14101	_	ψ1,000.00
Start I		End Date	<u>Weekdays</u> WT	Spots/Week	Rate	Rating						
Week: 09/18 Week: 09/25		09/24/23 10/01/23	w1 МТ	2 2	\$450.00 \$450.00	0.00 0.00					l	
N19 WHAS 0			Nightline	СМ	1237-106a	MTWTF	:30	3	\$80.00 P02	0.00 NM	5	\$400.00
_			Nightline									
Start [Week: 09/18		End Date 09/24/23	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$80.00	Rating 0.00					l	
Week: 09/25		10/01/23	МГ	2	\$80.00	0.00					İ	
N20 WHAS 0	09/20/23	3 09/26/23	iCrimes 105-135a 105-135a M-F	СМ	105-135a	МГЖГБ	:30	3	\$50.00 P02	0.00 NM	5	\$250.00
Start I		End Date	Weekdays WTF	Spots/Week	Rate	Rating						
Week: 09/18 Week: 09/25		09/24/23 10/01/23	W1 F MΓ	3 2	\$50.00 \$50.00	0.00 0.00					i	
N21 WHAS 0			Seal Team 1205-1 Seal Team 1205-		1205-105a	S-	:30	1	\$120.00 P02	0.00 NM	1	\$120.00
Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/18 N22 WHAS 0		09/24/23	Seal Team 1235-1	1 135a S@M	\$120.00 1235-135a	0.00	:30	1	\$80.00 P02	0.00 NM	1	\$80.00
1122 WII/10 0	70/24/20	00/2-//20	Seal Team 1205-		1200 1000	D	.00		ψ00.001 02	0.00 14141	•	φου.σσ
Start I		End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 09/18 N23 WHAS 0		09/24/23	Fri Prime A	CM	\$80.00 8-9p	0.00 F	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
1120 WII/10 0)0/ <i>LL</i> /L(00/22/20	Shark Tank	OW	ООР	1	.00		ψ/ 00.001 02	0.00 14101	•	Ψ100.00
Start I		End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 09/18/ N24 WHAS 0		09/24/23	Local News @ 12	1 n M-F CM	\$750.00	0.00 2:30 PIMTWTF	:30	3	\$180.00 P02	0.00 NM	5	\$900.00
NZ+ WII/O 0	70/20/20	00/20/20	Local News @ 12		(12:00 PM-1		.00	J	Ψ100.001 02	0.00 14141		ψοσο.σσ
Start [End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 09/18 Week: 09/25		09/24/23 10/01/23	WГF MГ	3 2	\$180.00 \$180.00	0.00 0.00						
N25 WHAS 0			Local News @ 530		530-6p	M TF	:30	2	\$400.00 P02	0.00 NM	3	\$1,200.00
			Local News @ 53									
Start [Week: 09/18		End Date 09/24/23	Weekdays TF	Spots/Week 2	Rate \$400.00	Rating 0.00						
Week: 09/25		10/01/23	M	1	\$400.00	0.00						
N26 WHAS 0)9/21/23		Thu Prime C Thu Prime C	СМ	10-11p	T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Start [End Date	<u>Weekdays</u> T	Spots/Week	<u>Rate</u>	Rating						
Week: 09/18/ N27 WHAS 0		09/24/23	Tue Prime A	CM	\$750.00 8-9p	0.00 - T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
0	. J. <u>L</u> UI L	. 55/25/25	Judge Steve Harv		2 UP	1	.00	'	ψ. 50.001 02	O.OO INIVI	l '	ψ1.00.00
Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/25	5/23	10/01/23	- T	1	\$750.00	0.00					I	

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WHAS

Order / Rev: 2764318 Advertiser:

Local News @ 6p M-F

Spots/Week

Rate

\$450.00

Rating

0.00

Weekdays

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ISS/ Kentucky Values

Alt Order #: Manual

Start Date

Week: 09/25/23

End Date

10/01/23

Product Desc:

Kentucky Values :30's

Flight Dates: 09/20/23 - 09/26/23

Estimate: 920926

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount N28 WHAS 09/20/23 09/26/23 Local News @ 12p M-F CM MTWTF--:30 0.00 NM \$900.00 12-1p \$180.00 P02 Local News @ 12p M-F Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/18/23 09/24/23 - - WTF- -\$180.00 0.00 МТ----Week: 09/25/23 10/01/23 2 \$180.00 0.00 7-8p N29 WHAS 09/24/23 09/24/23 Sun Prime A СМ ----S :30 \$750.00 P02 0.00 NM \$750.00 1 America's Funniest Home V Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/18/23 09/24/23 ---S \$750.00 0.00 N30 WHAS 09/22/23 09/22/23 Fri Prime Other 9:00 PM-11:00 PM----F--\$650.00 P02 СМ :30 0.00 NM \$650.00 1 20/20 (9:00 PM-11:00 PM) Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 09/18/23 09/24/23 ---F--\$650.00 NCAA FB Daytime EarlyGM N31 WHAS 09/23/23 09/23/23 ---S-\$950.00 P02 12-330p :30 2 0.00 NM 2 \$1,900.00 NCAA Football Game 1 Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/18/23 09/24/23 ---S-\$950.00 0.00 СМ N32 WHAS 09/24/23 09/24/23 ROS EM (Su) 6-8a ---S :30 \$60.00 P02 6-8a 1 0.00 NM 1 \$60.00 EM (Su) 6-8a Weekdays Rating Start Date **End Date** Spots/Week Rate ----S Week: 09/18/23 09/24/23 \$60.00 0.00 N33 WHAS 09/20/23 09/26/23 5:30 AM-6:00 AM MTWTF--\$160.00 P02 Local News @ 5a M-F :30 0.00 NM CM 3 5 \$800.00 Local News @ 5a M-F (5:30 AM-6:00 AM) Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/18/23 09/24/23 - - WTF- -3 \$160.00 0.00 МТ----Week: 09/25/23 10/01/23 \$160.00 0.00 N34 WHAS 09/20/23 09/26/23 Good Morning America CM 7-9a MTWTF--\$325.00 P02 :30 0.00 NM \$1,625.00 5 Good Morning America Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/18/23 09/24/23 - - WTF- -\$325.00 0.00 MT----Week: 09/25/23 10/01/23 \$325.00 0.00 N35 WHAS 09/25/23 09/26/23 Local News @ 6p M-F CM МТ----:30 \$450.00 P02 0.00 NM \$450.00 6-630p

Totals 93 \$25,405.00