

ORDER

Orders
Order / Rev: 2727272
Alt Order #: WOC14192463
Product Desc: Order
Estimate: 623629
Flight Dates: 06/23/23 - 06/29/23
Original Date / Rev: 06/21/23 / 06/26/23
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 25458
Alexandria, VA 22313

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ Kentucky Values
Demographic: A50+
Product Codes: IS-Issue/Non Ballot
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
05/29/23	06/25/23	21	\$6,475.00	\$5,503.75
06/26/23	06/29/23	52	\$18,580.00	\$15,793.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	21	\$6,475.00	\$5,503.75	35.80
July 2023	52	\$18,580.00	\$15,793.00	95.90
Totals	73	\$25,055.00	\$21,296.75	131.70

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	19%	\$25,055.00
Market	100%	\$131,868.42

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$106,813.42
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	06/19/23	06/29/23	Local News @ 12p M-F CM		11:58 AM-12:30 PM	----1--	:30	1	\$180.00	P02	1.70	NM	5	\$900.00
				WHAS11 NEWS AT NOON		(11:58 AM-12:30 PM)									
		<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: 06/19/23	06/25/23	----1--		1				\$180.00		1.70			
		Week: 06/26/23	07/02/23	1111---		4				\$180.00		1.70			
N 2	WHAS	06/19/23	06/29/23	Local News @ 12p M-F WHAS11 NEWS AT1230P	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	----1--	:30	1	\$180.00	P02	1.70	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: 06/19/23	06/25/23	----1--		1				\$180.00		1.70			
		Week: 06/26/23	07/02/23	1111---		4				\$180.00		1.70			
N 3	WHAS	06/19/23	06/29/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	CM	3-4p	----1--	:30	1	\$160.00	P02	1.00	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: 06/19/23	06/25/23	----1--		1				\$160.00		1.00			
		Week: 06/26/23	07/02/23	1111---		4				\$160.00		1.00			
N 4	WHAS	06/19/23	06/27/23	Good Morning America GOOD MORNING AMERICA	CM	6:56 AM-8:00 AM (6:56 AM-8:00 AM)	----1--	:30	1	\$325.00	P02	2.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	----1--		1				\$325.00		2.00			
		Week: 06/26/23	07/02/23	11-----		2				\$325.00		2.00			
N 5	WHAS	06/19/23	06/24/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$180.00	P02	2.10	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: 06/19/23	06/25/23	-----1-		1				\$180.00		2.10			
N 6	WHAS	06/19/23	06/25/23	ROS EM (Su) 6-8a GMK WEEKEND 6-8A	CM	6-8a	-----2	:30	2	\$60.00	P02	0.90	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	-----2		2				\$60.00		0.90			
N 7	WHAS	06/19/23	06/28/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	3:58 PM-4:30 PM (3:58 PM-4:30 PM)	----1--	:30	1	\$180.00	P02	1.60	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	----1--		1				\$180.00		1.60			
		Week: 06/26/23	07/02/23	-11----		2				\$180.00		1.60			
N 8	WHAS	06/19/23	06/29/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	CM	4:30 PM-4:58 PM (4:30 PM-4:58 PM)	----1--	:30	1	\$180.00	P02	1.70	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: 06/19/23	06/25/23	----1--		1				\$180.00		1.70			
		Week: 06/26/23	07/02/23	1111---		4				\$180.00		1.70			
N 9	WHAS	06/19/23	06/29/23	Local News @ 5p M-F WHAS11 NEWS @ 5P	CM	5-530p	----1--	:30	1	\$350.00	P02	1.90	NM	5	\$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: 06/19/23	06/25/23	----1--		1				\$350.00		1.90			
		Week: 06/26/23	07/02/23	1111---		4				\$350.00		1.90			
N 10	WHAS	06/19/23	06/29/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	----1--	:30	1	\$400.00	P02	2.10	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	----1--		1				\$400.00		2.10			
		Week: 06/26/23	07/02/23	1111---		4				\$400.00		2.10			
N 11	WHAS	06/19/23	06/29/23	Local News @ 6p M-F WHAS11 NEWS @ 6P	CM	6-630p	----1--	:30	1	\$450.00	P02	2.90	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	----1--		1				\$450.00		2.90			
		Week: 06/26/23	07/02/23	1111---		4				\$450.00		2.90			
N 12	WHAS	06/19/23	06/24/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30P	CM	630-7p	-----1-	:30	1	\$240.00	P02	2.20	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	-----1-		1				\$240.00		2.20			
N 13	WHAS	06/19/23	06/25/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$500.00	P02	3.80	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	-----1		1				\$500.00		3.80			

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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:		06/19/23	06/25/23	-----1					1	\$500.00		3.80			
<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>		
1	WHAS	06/19/23-06/25/23	Local News @ 630p Su			630-7p	-----Su	:30		(\$500.00)		3.80	NM		
See MG 27.2,27.3,27.4 [Recon Preempt-Breaking News: DNA- Severe WX Coverage]															
N 14	WHAS	06/19/23	06/28/23	Nightline	CM	1237-106a	----1--	:30	1	\$80.00	P02	0.50	NM	3	\$240.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	----1--					1	\$80.00		0.50			
Week:		06/26/23	07/02/23	1-1----					2	\$80.00		0.50			
N 15	WHAS	06/26/23	06/29/23	Jimmy Kimmel	CM	1135p-1237a	11-1---	:30	3	\$120.00	P02	0.90	NM	3	\$360.00
JIMMY KIMMEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	11-1---					3	\$120.00		0.90			
N 16	WHAS	06/19/23	06/29/23	ET 7-730p	CM	7-730p	----1--	:30	1	\$500.00	P02	2.30	NM	3	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	----1--					1	\$500.00		2.30			
Week:		06/26/23	07/02/23	1-1---					2	\$500.00		2.30			
N 17	WHAS	06/26/23	06/28/23	Inside Ed 730-8p	CM	730-8p	111----	:30	3	\$500.00	P02	2.20	NM	3	\$1,500.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	111----					3	\$500.00		2.20			
N 18	WHAS	06/26/23	06/26/23	Mon Prime A	CM	8-9p	1-----	:30	1	\$900.00	P02	1.30	NM	1	\$900.00
CELEBRITY WHEEL OF F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	1-----					1	\$900.00		1.30			
N 19	WHAS	06/26/23	06/26/23	Mon Prime Other	CM	8-11p	2-----	:30	2	\$800.00	P02	2.10	NM	2	\$1,600.00
Mon Prime Other															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	2-----					2	\$800.00		2.10			
N 20	WHAS	06/26/23	06/27/23	Tue Prime A	CM	8-9p	-1-----	:30	1	\$800.00	P02	1.40	NM	1	\$800.00
CONNERS ENC/THE WOND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	-1-----					1	\$800.00		1.40			
N 21	WHAS	06/26/23	06/27/23	Tue Prime B	CM	9-10p	-1-----	:30	1	\$650.00	P02	2.90	NM	1	\$650.00
ABBOTT ELEMNT ENC/NO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	-1-----					1	\$650.00		2.90			
N 22	WHAS	06/26/23	06/28/23	Wed Prime B	CM	9-10p	--2----	:30	2	\$875.00	P02	1.80	NM	2	\$1,750.00
WONDER YEARS/ABBOTT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/26/23	07/02/23	--2----					2	\$875.00		1.80			
N 23	WHAS	06/19/23	06/23/23	Fri Prime Other	CM	9:00 PM-11:00 PM	----1--	:30	1	\$650.00	P02	2.20	NM	1	\$650.00
20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	----1--					1	\$650.00		2.20			
N 24	WHAS	06/19/23	06/24/23	Sat Prime A	CM	8:00 PM-9:00 PM	-----2-	:30	2	\$350.00	P02	1.90	NM	2	\$700.00
AMER 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:		06/19/23	06/25/23	-----2-					2	\$350.00		1.90			
N 25	WHAS	06/19/23	06/24/23	Sat Prime B	CM	9-10p	-----1-	:30	1	\$350.00	P02	1.10	NM	1	\$350.00
SHARK TANK SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	-----1-					1	\$350.00		1.10			
N 26	WHAS	06/19/23	06/24/23	Sat Prime C	CM	10-11p	-----1-	:30	1	\$350.00	P02	1.30	NM	1	\$350.00
THE GOOD DOCTOR SAT															
		<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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	-----1-		1				\$350.00		1.30			
N27	WHAS	06/19/23	06/25/23	Sun Prime A	CM	7:00 PM-8:00 PM	-----1	:30	1	\$750.00	P02	2.80	NM	3	\$1,250.00
AMERICAS FUNNIESTHO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	-----1		1				\$750.00		2.80			
<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>		
1	NHAS	06/19/23-06/25/23	Sun Prime A			7:00 PM-8:00 PM	-----Su	:30		(\$750.00)		2.80	NM		
See MG 27.2,27.3,27.4															
[Recon Preempt-Breaking News: DNA- Severe WX Coverage]															
2	NHAS	06/27/23-06/29/23	Local News @ 530p M-F			530-6p	-TWTh-----	:30		\$400.00		2.80	NM		
Ⓜ MG for 13.1,27.1															
3	NHAS	06/27/23-06/29/23	Local News @ 530p M-F			530-6p	-TWTh-----	:30		\$400.00		2.80	NM		
Ⓜ MG for 13.1,27.1															
4	NHAS	06/27/23-06/29/23	Local News @ 6p M-F			6-630p	-TWTh-----	:30		\$450.00		2.80	NM		
Ⓜ MG for 13.1,27.1															
N28	WHAS	06/19/23	06/25/23	Sun Prime B	CM	8:00 PM-9:00 PM	-----1	:30	1	\$900.00	P02	1.90	NM	1	\$900.00
AMER 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: 06/19/23	06/25/23	-----1		1				\$900.00		1.90			
													Totals	73	\$25,055.00