## ORDER

Agency Name: Buying Conta Buying Conta Billing Conta Billing Conta Billing Conta Billing Conta Billing Conta Billing Conta Product Code Revenue Cod Revenue Cod Re	v:	2727	294										
Estimate: Flight Dates: Original Date Order Type: Agency Name: Buying Conta Billing Conta Billing Conta Billing Conta Billing Conta Bill Plan Start Date End Date Of/26/23 07/06/23 Account Executives Account Executive S Account Executive S Competitive Share C WHAS Market Competitive Share C MAR WHAS Market Competitive Share C MAR MAR MAR MAR MAR MAR MAR MAR	:	WOC	C14192468										
Flight Dates:         Original Date         Order Type:         Agency       Name:         Buying Conta         Billing Conta         Billing Conta         Billing Conta         Billing Conta         Billing Conta         Billing Conta         Bill Plan         Start Date       End Date         06/26/23       07/06/23         Account Executives         Account Executive       S         Taylor Fritsch       S         Order Share       S         WHAS       S         Market       S         Competitive Share       S         WKWN       WAVE         WBNA       WBNA         WFTE       WKMJ         WKPC       WKZT         WKY       Ln Ch Start End	SC:	Orde	er										
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Advertiser       Name:         Demographic         Product Code         Revenue Code         Priority:         Bill Plan         Start Date       End Date         06/26/23       07/06/23         Account Executive       S         Taylor Fritsch       S         Order Share       S         WHAS       Market         Competitive Share       S         CABLE       UNKWN         WAVE       WBKI         WBNA       WDRB         WFTE       WKMJ         WKPC       WKZT         WLKY       Ln Ch       Start End	ntact:					Billing Type:			Cash				
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Revenue Correspondences of the second		IS-G	overnor			Advertise	r External II	D:	M218412				
Revenue Correction         Bill Plan         Start Date       End Date         06/26/23       07/06/23         Account Executives         Account Executive       S         Taylor Fritsch       S         Order Share       S         WHAS       S         Market       S         Competitive Share       S         CABLE       S         UNKWN       WAVE         WBNA       WBNA         WDRB       WFTE         WKMJ       WKPC         WKZT       WLKY         Ln Ch       Start	ode 1:	AGY				Agency E	xternal ID:		10630AG				
Priority: Bill Plan Start Date End Date 06/26/23 07/06/23 Account Executives Account Executive S Account Executive S Taylor Fritsch Order Share WHAS Market Competitive Share WHAS Market Competitive Share CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End	ode 2:	(POL) Political				Unit Code			General				
Bill Plan          Start Date       End Date         06/26/23       07/06/23         Account Executives         Account Executive       S         Taylor Fritsch       S         Order Share       S         WHAS       Market         Competitive Share       S         CABLE       UNKWN         WAVE       WBKI         WBNA       WDRB         WFTE       WKMJ         WKZT       WLKY         Ln Ch       Start         End       Start	ode 3:	(POL) Issue				Order Separation:			00:15:00				
Start Date     End Date       06/26/23     07/06/23       Account Executives       Account Executive     S       Taylor Fritsch     S       Order Share     S       WHAS     Market       Competitive Share     S       CABLE     UNKWN       WAVE     WBKI       WBNA     WDRB       WFTE     WKMJ       WKZT     WLKY       Ln Ch     Start		P04	,										
Start Date     End Date       06/26/23     07/06/23       Account Executives       Account Executive     S       Taylor Fritsch     S       Order Share     S       WHAS     Market       Competitive Share     S       CABLE     UNKWN       WAVE     WBKI       WBNA     WDRB       WFTE     WKMJ       WKZT     WLKY       Ln Ch     Start					Total	s							
Account Executives          Account Executive       S         Taylor Fritsch       Order Share         WHAS       WHAS         Market       Competitive Share         CABLE       UNKWN         WAVE       WBKI         WBNA       WDRB         WFTE       WKMJ         WKPC       WKZT         WLKY       Ln Ch Start End	# Spots	Gross	Amount Net	Amount	Month		# Sp	oots	Gross Amount	Net Amount	Rating		
Account Executives          Account Executive       S         Taylor Fritsch       Order Share         WHAS       WHAS         Market       Competitive Share         CABLE       UNKWN         WAVE       WBKI         WBNA       WDRB         WFTE       WKMJ         WKPC       WKZT         WLKY       Ln Ch Start End		<u> </u>	\$7,545.00	\$6,413.25	July 2	023		25	\$7,545.00	\$6,413.25	41.4		
Account Executive       S         Taylor Fritsch       Order Share         WHAS       Market         Competitive Share       C         CABLE       VKWN         WAVE       WBKI         WBNA       WDRB         WFTE       WKMJ         WKPC       WKZT         WLKY       Ln Ch Start End			••,•••••	<i></i>	Totals	i .		25	\$7,545.00	\$6,413.25	41.4		
Taylor Fritsch Order Share WHAS Market Competitive Share CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End													
Order Share WHAS Market Competitive Share CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End	Sales Offi	ce	Sales Region	Start Date /	End Date	Э	Ord	er %					
WHAS Market Competitive Share CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End				Start Of Ord	der - End	Of Order		100%					
Market CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End	s	Share	Tota	Ι									
Competitive Share CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	<u> </u>	19%	\$7,545.00	)									
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY		100%	\$39,710.53	•									
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	S	Share	Tota	ī									
WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	<u> </u>	0%	\$0.00										
WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY		81%	\$32,165.53										
WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End		0%	\$0.00										
WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End		0%	\$0.00										
WFTE WKMJ WKPC WKZT WLKY Ln Ch Start End		0%	\$0.00										
WKMJ WKPC WKZT WLKY Ln Ch Start End		0%	\$0.00										
WKPC WKZT WLKY Ln Ch Start End		0% 0%	\$0.00 \$0.00										
WKZT WLKY Ln Ch Start End		0%	\$0.00 \$0.00										
WLKY Ln Ch Start End		0%	\$0.00										
		0% 0%	\$0.00 \$0.00										
N 1 WHAS 06/26/23 07/06/2		ntory C		ak Start/End		Days	Len Spo		Rate Pri Rtg		Amount		
		NAWS	ሠ 12p M-F CM	11:58 AM			:30	1	\$180.00 P02 1.50	) NM 5	\$900.0		
Start Date End Date	/23 Local		EWS AT NOON	(11:58 AM	-12:30 PI	۸)							
Week: 06/26/23 07/02/23 Week: 07/03/23 07/09/23	23 Local WHA ate Wee		EWS AT NOON Spots/Wee	(11:58 AM ek <u>Rate</u>									

Print Date: 07/20/23 12:57:45 Page 2 of 2

Order / Rev:	2727294	Advertiser:	ISS/ Kentucky Values	
Alt Order #:	WOC14192468	Product Desc:	Order	WHAS
Flight Dates:	06/30/23 - 07/06/23	Estimate:	630706	

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/ Week: 07/		07/02/23 07/09/23	1 1111	1	\$180.00 \$180.00	1.50 1.50						
N 2 WHAS			Local News @ 12		12-1p	1	:30	1	\$180.00 P02	1.40 NM	5	\$900.00
	00,20,2	01,00,20	WHAS11 NEWS		(12:30 PM-1:			•	¢.00.001.02		Ŭ	<i>QUUTE</i>
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/		07/02/23	1	1	\$180.00	1.40						
Week: 07/ N 3 WHAS		07/09/23	1111	4	<i></i>	1.40 0 AM1	:30	1	\$325.00 P02	2.10 NM	3	\$975.00
N 5 WIA5	00/20/2	.5 07/00/23	Good Morning Ar GOOD MORNIN		(6:58 AM-8:0		.50	1	φ323.00 F 02	2.10 100	5	φ975.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/		07/02/23	1	1	\$325.00	2.10						
		07/09/23	- 1- 1	2 200 So CM	\$325.00	2.10	.20	1	\$240.00 P02	2.00 NM	1	¢240.00
N 4 WHAS	06/26/2	3 07/01/23	Local News @ 63 WHAS11 NEWS	•	630-7p	1-	:30	1	\$240.00 P02	3.00 NIVI	1	\$240.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/		07/02/23	1-	1	\$240.00	3.00						
N 5 WHAS	06/26/2	3 07/02/23	Local News @ 63 WHAS11 NEWS	•	630-7p	1	:30	1	\$500.00 P02	3.60 NM	1	\$500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/		07/02/23	1	<u>opolo, moon</u> 1	\$500.00	3.60						
N 6 WHAS	06/26/2	3 07/06/23	Jimmy Kimmel	CM	1135p-1237a	a1	:30	1	\$120.00 P02	0.70 NM	4	\$480.00
				<b>o</b>		5.4						
<u>Sta</u> /Week: 06	rt Date	End Date 07/02/23	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$120.00	<u>Rating</u> 0.70						
Week: 07/		07/09/23	11-1	3	\$120.00 \$120.00	0.70						
N 7 WHAS	07/03/2	3 07/04/23	Tue Prime A	СМ	8-9p	- 1	:30	1	\$800.00 P02	2.40 NM	1	\$800.00
	_		CONNERS ENC		_							
<u>Sta</u> /Week: 07	Irt Date	End Date 07/09/23	<u>Weekdays</u> - 1	Spots/Week 1	<u>Rate</u> \$800.00	<u>Rating</u> 2.40						
N 8 WHAS			Tue Prime B	CM	9-10p	- 1	:30	1	\$650.00 P02	2.50 NM	1	\$650.00
			ABBOTT ELEMN		- · • F	-			•••••			
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		07/09/23	- 1	1	\$650.00	2.50			<b>A</b>			<b>A-------------</b>
N 9 WHAS	07/03/2	3 07/06/23	Thu Prime C THE CHASE	CM	10-11p	1	:30	1	\$750.00 P02	1.80 NM	1	\$750.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/		07/09/23	1	1	\$750.00	1.80						
N10 WHAS	06/26/2	3 06/30/23	Fri Prime Other	CM	8-11p	1	:30	1	\$650.00 P02	1.70 NM	1	\$650.00
Sto	rt Doto	End Data	20/20 <u>Weekdays</u>	Spots/Week	Poto	Poting						
Week: 06/	rt Date /26/23	End Date 07/02/23	1	<u>30013/Week</u> 1	<u>Rate</u> \$650.00	<u>Rating</u> 1.70						
N11 WHAS	06/26/2	3 07/01/23		СМ	8-11p	1-	:30	1	\$350.00 P02	1.90 NM	1	\$350.00
			Sat Prime Other	<b>o</b>		5.4						
<u>Sta</u> /Week: 06	rt Date	End Date 07/02/23	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$350.00	<u>Rating</u> 1.90						
	Date Ra		escription		t/End Time		Veekdays	Ler	ngth Rate	Rtg Type		
			at Prime Other	8-11	р	-	Sa	-	:30 <del>(\$350.00)</del>	1.90 <i>NM</i>		
	e MG 11.											
	ogram C 06/26/23	nangej 3-07/02/23 S	at Prime A	8-9p		-	Sa	-	:30 \$350.00	1.90 NM		
	G for 11.1			0.05			Su-					
N12 WHAS	06/26/2	3 07/01/23	Sat Prime C	СМ	10-11p	1-	:30	1	\$350.00 P02	0.90 NM	1	\$350.00
			THE GOOD DOO	CTOR SAT								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/	26/23	07/02/23	1-	1	\$350.00	0.90					l	
										Totals	25	\$7,545.00