

ORDER

Orders
Order / Rev: 2727294
Alt Order #: WOC14192468
Product Desc: Order
Estimate: 630706
Flight Dates: 06/30/23 - 07/06/23
Original Date / Rev: 06/21/23 / 07/07/23
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-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
06/26/23	07/06/23	25	\$7,545.00	\$6,413.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	25	\$7,545.00	\$6,413.25	41.40
Totals	25	\$7,545.00	\$6,413.25	41.40

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%	\$7,545.00
Market	100%	\$39,710.53

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$32,165.53
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	06/26/23	07/06/23	Local News @ 12p M-F CM		11:58 AM-12:30 PM	----1--	:30	1	\$180.00	P02	1.50	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>					
		Week: 06/26/23	07/02/23	----1--		1		\$180.00		1.50					
		Week: 07/03/23	07/09/23	1111---		4		\$180.00		1.50					

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WHAS

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: 06/26/23	07/02/23	----1--		1				\$180.00		1.50			
		Week: 07/03/23	07/09/23	1111---		4				\$180.00		1.50			
N 2	WHAS	06/26/23	07/06/23	Local News @ 12p M-F WHAS11 NEWS AT1230P	CM	12-1p (12:30 PM-1:00 PM)	----1--	:30	1	\$180.00	P02	1.40	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: 06/26/23	07/02/23	----1--		1				\$180.00		1.40			
		Week: 07/03/23	07/09/23	1111---		4				\$180.00		1.40			
N 3	WHAS	06/26/23	07/06/23	Good Morning America GOOD MORNING AMERICA	CM	6:58 AM-8:00 AM (6:58 AM-8:00 AM)	----1--	:30	1	\$325.00	P02	2.10	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: 06/26/23	07/02/23	----1--		1				\$325.00		2.10			
		Week: 07/03/23	07/09/23	-1-1---		2				\$325.00		2.10			
N 4	WHAS	06/26/23	07/01/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30P	CM	630-7p	-----1-	:30	1	\$240.00	P02	3.00	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: 06/26/23	07/02/23	-----1-		1				\$240.00		3.00			
N 5	WHAS	06/26/23	07/02/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$500.00	P02	3.60	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: 06/26/23	07/02/23	-----1		1				\$500.00		3.60			
N 6	WHAS	06/26/23	07/06/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	----1--	:30	1	\$120.00	P02	0.70	NM	4	\$480.00
		<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				\$120.00		0.70			
		Week: 07/03/23	07/09/23	11-1---		3				\$120.00		0.70			
N 7	WHAS	07/03/23	07/04/23	Tue Prime A CONNERS ENC/THE WOND	CM	8-9p	-1-----	:30	1	\$800.00	P02	2.40	NM	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: 07/03/23	07/09/23	-1-----		1				\$800.00		2.40			
N 8	WHAS	07/03/23	07/04/23	Tue Prime B ABBOTT ELEMNT ENC/NO	CM	9-10p	-1-----	:30	1	\$650.00	P02	2.50	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: 07/03/23	07/09/23	-1-----		1				\$650.00		2.50			
N 9	WHAS	07/03/23	07/06/23	Thu Prime C THE CHASE	CM	10-11p	---1---	:30	1	\$750.00	P02	1.80	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: 07/03/23	07/09/23	---1---		1				\$750.00		1.80			
N 10	WHAS	06/26/23	06/30/23	Fri Prime Other 20/20	CM	8-11p	----1--	:30	1	\$650.00	P02	1.70	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: 06/26/23	07/02/23	----1--		1				\$650.00		1.70			
N 11	WHAS	06/26/23	07/01/23	Sat Prime Other Sat Prime Other	CM	8-11p	-----1-	:30	1	\$350.00	P02	1.90	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: 06/26/23	07/02/23	-----1-		1				\$350.00		1.90			
	<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	06/26/23-07/02/23	Sat Prime Other		8-11p	-----Sa--	:30		(\$350.00)		1.90	NM		
				See MG 11.2 [Program Change]											
	2	WHAS	06/26/23-07/02/23	Sat Prime A		8-9p	-----Sa--	:30		\$350.00		1.90	NM		
				MG for 11.1 07/01											
N 12	WHAS	06/26/23	07/01/23	Sat Prime C THE GOOD DOCTOR SAT	CM	10-11p	-----1-	:30	1	\$350.00	P02	0.90	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: 06/26/23	07/02/23	-----1-		1				\$350.00		0.90			
													Totals	25	\$7,545.00