ORDER

Orders Order / Rev: 2741227 WOC14214391 Alt Order #: Product Desc: Order **WHAS** 714720 Estimate: 07/10/23 - 07/20/23 Taylor Fritsch Flight Dates: Primary AE: Sales Office: Original Date / Rev: 07/13/23 / 07/21/23 **TSWAS** Order Type: General Sales Region: NAT Del Cielo Media / POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: PO Box 25458 EOM/EOC Agency Commission: Alexandria, VA 22313 15% Advertiser Name: ISS/ Kentucky Values A50+ New Business End: Demographic: M218412 **Product Codes:** IS-Governor Advertiser External ID: Revenue Code 1: AGY Agency External ID: 10630AG Revenue Code 2: Unit Code: (POL) Political General Revenue Code 3: (POL) Issue Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/23	07/20/23	47	\$17,190.00	\$14,611.50

P04

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	47	\$17,190.00	\$14,611.50	88.20
Totals	47	\$17,190,00	\$14.611.50	88.20

Account Executives

Priority:

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	12%	\$17,190.00
Market	100%	\$143,250,00

O	Chana	Tatal
Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$126,060.00
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 07/10/23 07/20/23	Local News @ 12p M-F CM	12:00 PM-12:30 PI 1	:30 1	\$180.00 P02 1.50 NM 4	\$720.00
	WHAS11 NEWS AT NOON	(12:00 PM-12:30 PM)			
Start Date End Date	Weekdays Spots/Week	Rate Rating			
Week: 07/10/23 07/16/23	1 1	\$180.00 1.50			
Week: 07/17/23 07/23/23	1111 4	\$180.00 1.50			

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Order / Rev: 2741227 Advertiser: ISS/ Kentucky Values

Alt Order #: WOC14214391 Product Desc: Order WHAS

Flight Dates: 07/10/23 - 07/20/23 Estimate: 714720

Start Date	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time [Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Septic Chapter Range Description Start Four File Start F			End Date											
The color of the	Week: 07/	/17/23	07/23/23	1111	4	\$180.00								
Credition							212:00 DN	-						
N 2 WHAS 07/10/23 07/26/23 Local News 6t 27p MF-C M 12/30 PML-100 PML-1 - 30 1 \$180.00 P02 1.40 NM 5 \$800.00			J-01/23/23 L	ocarnews @ 12p1	VI-I 12.0	0 1 W-12.50 (12.00110	1-12.50	WI WIII		.50 (ψ700.00	7 1.50 11111		
WHAS THE VISION THE VISIO														
Week: 07/10/23 07/16/23 07/16/23 1111 1 \$180.00 1.40	N 2 WHAS	07/10/2	3 07/20/23		•			1	:30	1	\$180.00 P02	2 1.40 NM	5	\$900.00
N 3 WHAS 071023 071623 1111					Spots/Week									
Start Date End Date Weekdays Spots/Week Rate Rating Start Date Mesk (37/10/23 07/16/23 07/				-	4									
N 4 WHAS 07/10/23 07/16/23 07/16/23 Codd Morning America SMD Substitution	N 3 WHAS	07/10/2	3 07/16/23	-		8-9a		1	:30	1	\$200.00 P0	2 2.00 NM	1	\$200.00
Start Date Find Date Meekdays Spots/Week Rate Rating 1.70 1.30 1 \$350.00 P02 1.20 NM 1 \$350.00 P02														
N S WHAS 07/10/23 07/16/23 1	N 4 WHAS	07/10/2	3 07/15/23	_				1-	:30	1	\$180.00 P02	2 1.70 NM	1	\$180.00
N 5 WHAS 07/10/23 07/16/23 This Week Su														
Start Date End Date Weekdays Spots/Week Rate Rating 1.20	N 5 WHAS	07/10/2	3 07/16/23		СМ			1	:30	1	\$350.00 P02	2 1.20 NM	1	\$350.00
N 6 WHAS 07/10/23 07/15/23 Local News @ 630P Sa CM WHAS11 NEWS @ 6:30P SpotsWeek Week: 07/10/23 07/16/23 Weekdays SpotsWeek Rate Week: 07/10/23 07/16/23 Use Veek Veek: 07/10/23 07/16/23 Use Veek: 07/10/23 07/16/23 Use Veek Veek 07/10/23 07/16/23 Use Veek 07/10/23 07/					Spots/Week 1									
N Week 07/10/23 07/16/23 07/16/23 07/10/23 07/10/23 07/10/23 07/16/23	N 6 WHAS	07/10/2	3 07/15/23		•			1-	:30	1	\$240.00 P02	2 3.00 NM	1	\$240.00
N 7 WHAS 07/10/23 07/20/23 Local News @ 4p M-F CM 4:30 PM-5:00 PM1- 30 1 \$180.00 P02 1.40 NM 4 \$720.00					Spots/Week									
Start Date End Date Weekdays Or/16/23 Or/16/2						4:30 PM-5:0	00 PM		:30	1	\$180.00 P02	2 1.40 NM	4	\$720.00
N 8 WHAS 07/10/23 07/16/23 11-1 3 \$180.00 1.40			End Date	Weekdays		Rate	_ :							
N 8 WHAS 07/10/23 07/16/23 Local News @ 630p Su CM WHAS11 NEWS SUNDAY Whas11 NEWS SUNDAY Week: 07/10/23 07/16/23 Coral News @ 69 M-F CM WHAS11 NEWS @ 6P Week: 07/10/23 07/16/23 Union Whas11 NEWS @ 6P Week: 07/10/23 07/16/23 Union Whas11 NEWS @ 6P Union Whas11 NEWS @ 5P Union Whas11 NEWS @ 5P Union Whas11 NEWS @ 6P Union Whas11 NEWS @ 5P Union Whas11 NEWS @ 50P Union				=		•								
Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Start Date End Date Start Date End Date Start Date Start Date Start Date End Date Start Date Start Date Start Date Start Date Start Date End Date Start Date Start Date Start Date End Date Start Date Start Date Start Date End Date Start Date Start Date End Date Start Date End Date Start Date Start Date End Date				Local News @ 63	0p Su CM				:30	1	\$500.00 P02	2 3.60 NM	1	\$500.00
N 9 WHAS 07/17/23 07/19/23 Local News @ 6p M-F CM 6-630p 1111 :30 3 \$450.00 P02 2.80 NM 3 \$1,350.00					Spots/Week									
Start Date Week: 07/17/23 07/23/23 0					M-F CM				:30	3	\$450.00 P02	2 2.80 NM	3	\$1,350.00
N10 WHAS 07/10/23 07/20/23 Local News @ 5p M-F CM	Sta	art Date	End Date			Rate	Rating							
WHAS11 NEWS @ 5P Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week											#050 00 D 0	2 0 00 104		A 4 050 00
Week: 07/10/23 07/16/23 1 1 \$350.00 2.00 Week: 07/17/23 07/23/23 11 2 \$350.00 2.00 N11 WHAS 07/10/23 07/18/23 Local News @ 530p M-RCM WHAS11 NEWS @ 530P 530-6p 1 :30 1 \$400.00 P02 2.10 NM 3 \$1,200.00 Start Date Week: 07/10/23 End Date Weekdays Weekdays Spots/Week Rate Spots/Week Rating Rating 1 :30 1 \$120.00 P02 0.70 NM 4 \$480.00 N12 WHAS 07/10/23 07/19/23 11 2 \$400.00 2.10 1 :30 1 \$120.00 P02 0.70 NM 4 \$480.00 N12 WHAS 07/10/23 07/19/23 10/16/23 1 1 \$120.00 0.70 0.70 NM 4 \$480.00 Week: 07/17/23 07/16/23 1 1 \$120.00 0.70 0.70 0.70 0.70 0.70 0.70 0.70 0.70 0.70 0.70<				WHAS11 NEWS	@ 5P	_		1	:30	1	\$350.00 P02	2 2.00 NM	3	\$1,050.00
Week: 07/17/23 07/23/23 11 2 \$350.00 2.00 N11 WHAS 07/10/23 07/18/23 Local News @ 530p M-FCM WHAS11 NEWS @ 530P 530-6p 1 :30 1 \$400.00 P02 2.10 NM 3 \$1,200.00 Start Date Week: 07/10/23 End Date O7/16/23 Weekdays O7/16/23 Spots/Week No.00 Rate No.00 Rating News No.00 2.10 2														
WHAS11 NEWS @ 530P Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/10/23 07/16/23 1 1 \$400.00 2.10	Week: 07/	/17/23	07/23/23	11									<u> </u>	
Week: 07/10/23 Week: 07/17/23 07/16/23 07/23/23 1 1 \$400.00 2.10 N12 WHAS 07/10/23 07/19/23 Jimmy Kimmel JIMMY KIMMEL CM 1135p-1237a1 :30 1 \$120.00 P02 0.70 NM JIMMY KIMMEL Start Date Week: 07/10/23 07/16/23 07/16/23 07/16/23 07/16/23 07/16/23 111 1 \$120.00 0.70 Week: 07/17/23 07/23/23 111 3 \$120.00 0.70 N13 WHAS 07/10/23 07/15/23 07/15/23 ET 7-8p Sa CM 7-8p1- :30 1 \$200.00 P02 1.40 NM 1 \$200.00 ENTERTAINMENT TONIGH Start Date End Date Weekdays Spots/Week Rate Rating	N11 WHAS	07/10/2	3 07/18/23		•	530-6p		1	:30	1	\$400.00 P02	2 2.10 NM	3	\$1,200.00
Week: 07/17/23 07/23/23 11 2 \$400.00 2.10 N12 WHAS 07/10/23 07/19/23 Jimmy Kimmel Jimmy Jimmy Kimmel Jimmy Jimmy Kimmel Jimmy Jimmy Kimmel Jimmy Jimmy Jimmy Jimmy Kimmel Jimmy														
Start Date End Date Weekdays Spots/Week Rate Rating				_										
Week: 07/10/23 07/16/23 07/16/23 07/16/23 07/17/23 07/17/23 07/17/23 07/17/23 07/17/23 07/17/23 07/17/23 07/15/23 07	N12 WHAS	07/10/2	3 07/19/23		СМ	1135p-1237	'a	1	:30	1	\$120.00 P02	2 0.70 NM	4	\$480.00
Week: 07/17/23 07/23/23 111 3 \$120.00 0.70 N13 WHAS 07/10/23 07/15/23 ET 7-8p Sa CM 7-8p1- :30 1 \$200.00 P02 1.40 NM 1 \$200.00 P02 Start Date End Date Weekdays Spots/Week Rate Rating														
N13 WHAS 07/10/23 07/15/23 ET 7-8p Sa CM 7-8p1- :30 1 \$200.00 P02 1.40 NM 1 \$200.00 ENTERTAINMENT TONIGH Start Date End Date Weekdays Spots/Week Rate Rating				=										
Start Date									:30	1	\$200.00 P02	2 1.40 NM	1	\$200.00
				Weekdays	Spots/Week									

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Alt Order #: WOC14214391 Product Desc: Order WHAS

Flight Dates: 07/10/23 - 07/20/23 Estimate: 714720

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N14 WHAS 07/10/23 07/18/23	Inside Ed 730-8p CM INSIDE EDITION	730-8p	1	:30	1 \$500.00 P02	2.40 NM	3	\$1,500.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/10/23 07/16/23 Week: 07/17/23 07/23/23	1 1 11 2	\$500.00 \$500.00	2.40 2.40					
N15 WHAS 07/17/23 07/20/23	Thu Prime B CM GENERATION GAP	9-10p	1	:30	1 \$750.00 P02	4.10 NM	1	\$750.00
Start Date Week: 07/17/23 End Date 07/23/23	Weekdays Spots/Week	Rate \$750.00	Rating 4.10					
N16 WHAS 07/15/23 07/15/23	WNBA Basketball PrimeCM WNBA Basketball Prime	Various	1-	:30	1 \$350.00 P02	1.90 NM	1	\$350.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/10/23 07/16/23 N17 WHAS 07/16/23 07/16/23	1- 1 Sun Prime A CM	\$350.00 7-8p	1.90	:30	1 \$750.00 P02	3.10 NM	1	\$750.00
0: 15 : 5 : 5 :	AMERICAS FUNNIESTHO		D ()					
<u>Start Date</u> <u>End Date</u> Week: 07/10/23 07/16/23	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 3.10					
N18 WHAS 07/17/23 07/18/23	Tue Prime Other CM Tue Prime Other	8-11p	- 1	:30	1 \$650.00 P02	2.50 NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> Week: 07/17/23 07/23/23	Weekdays Spots/Week	Rate \$650.00	Rating 2.50					
N19 WHAS 07/17/23 07/17/23	- 1	8-9p	1	:30	1 \$650.00 P02	2.30 NM	1	\$650.00
Start Data End Data	CLAIM TO FAME	Poto	Dating					
<u>Start Date</u> <u>End Date</u> Week: 07/17/23 <u>67/23/23</u>	Weekdays Spots/Week 1 1	<u>Rate</u> \$650.00	Rating 2.30					
N20 WHAS 07/15/23 07/15/23	WNBA Basketball PrimeCM WNBA Basketball Prime	Various	1-	:30	1 \$350.00 P02	1.10 NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> Week: 07/10/23 <u>End Date</u> 07/16/23	Weekdays Spots/Week	Rate \$350.00	Rating 1.10					
N21 WHAS 07/17/23 07/18/23	Tue Prime Other CM Tue Prime Other	8-11p	- 1	:30	1 \$800.00 P02	2.40 NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 07/17/23 <u>07/23/23</u>	Weekdays Spots/Week	Rate \$800.00	Rating 2.40					
N22 WHAS 07/17/23 07/20/23	Thu Prime A CM PRESS YOUR LUCK	8-9p	1	:30	1 \$800.00 P02	2.30 NM	1	\$800.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 07/17/23 07/23/23 N23 WHAS 07/10/23 07/14/23	<u> </u>	\$800.00 9:00 PM-11	2.30 :00 PM1	:30	1 \$650.00 P02	1.70 NM	1	\$650.00
0: 15: 5:15:	20/20	(9:00 PM-11						
Start Date End Date Week: 07/10/23 07/16/23	Weekdays Spots/Week	Rate \$650.00	Rating 1.70					
N24 WHAS 07/15/23 07/15/23	WNBA Basketball PrimeCM WNBA Basketball Prime	Various	1-	:30	1 \$350.00 P02	0.90 NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> Week: 07/10/23 <u>End Date</u> 07/16/23	Weekdays Spots/Week	Rate \$350.00	Rating 0.90					
N25 WHAS 07/10/23 07/14/23	Fri Prime A CM SHARK TANK ENC	8-9p	1	:30	1 \$750.00 P02	1.90 NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 07/10/23 07/16/23	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 1.90					
N26 WHAS 07/17/23 07/20/23	<u> </u>	10-11p	1	:30	1 \$750.00 P02	1.80 NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 07/17/23 07/23/23	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 1.80					
	<u> </u>	ψ. 30.00				Totals	47	\$17,190.00