

# ORDER

**Orders**  
**Order / Rev:** 2741227  
**Alt Order #:** WOC14214391  
**Product Desc:** Order  
**Estimate:** 714720  
**Flight Dates:** 07/10/23 - 07/20/23  
**Original Date / Rev:** 07/13/23 / 07/21/23  
**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	07/20/23	47	\$17,190.00	\$14,611.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	47	\$17,190.00	\$14,611.50	88.20
<b>Totals</b>	<b>47</b>	<b>\$17,190.00</b>	<b>\$14,611.50</b>	<b>88.20</b>

**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	12%	\$17,190.00
Market	100%	\$143,250.00

**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 PM	----1--	:30	1	\$180.00	P02	1.50	NM	4	\$720.00
				WHAS11 NEWS AT NOON		(12:00 PM-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: 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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**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:		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			
<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>		
5	WHAS	07/17/23-07/23/23	Local News @ 12p M-F			12:00 PM-12:30 PM	MTWTh-----	:30		<del>(\$180.00)</del>		1.50	NM		
Credited [cr]															
N 2	WHAS	07/10/23	07/20/23	Local News @ 12p M-F	CM	12:30 PM-1:00 PM	----1--	:30	1	\$180.00	P02	1.40	NM	5	\$900.00
				WHAS11 NEWS AT1230P		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	----1--					1	\$180.00		1.40			
Week:		07/17/23	07/23/23	1111---					4	\$180.00		1.40			
N 3	WHAS	07/10/23	07/16/23	Good Morning America	CM	8-9a	-----1	:30	1	\$200.00	P02	2.00	NM	1	\$200.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	-----1					1	\$200.00		2.00			
N 4	WHAS	07/10/23	07/15/23	Good Morning America	CM		-----1-	:30	1	\$180.00	P02	1.70	NM	1	\$180.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	-----1-					1	\$180.00		1.70			
N 5	WHAS	07/10/23	07/16/23	This Week Su	CM	9-10a	-----1	:30	1	\$350.00	P02	1.20	NM	1	\$350.00
				THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	-----1					1	\$350.00		1.20			
N 6	WHAS	07/10/23	07/15/23	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$240.00	P02	3.00	NM	1	\$240.00
				WHAS11 NEWS @ 6:30P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	-----1-					1	\$240.00		3.00			
N 7	WHAS	07/10/23	07/20/23	Local News @ 4p M-F	CM	4:30 PM-5:00 PM	----1--	:30	1	\$180.00	P02	1.40	NM	4	\$720.00
				WHAS11 NEWS @ 430P		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	----1--					1	\$180.00		1.40			
Week:		07/17/23	07/23/23	11-1---					3	\$180.00		1.40			
N 8	WHAS	07/10/23	07/16/23	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$500.00	P02	3.60	NM	1	\$500.00
				WHAS11 NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	-----1					1	\$500.00		3.60			
N 9	WHAS	07/17/23	07/19/23	Local News @ 6p M-F	CM	6-630p	111----	:30	3	\$450.00	P02	2.80	NM	3	\$1,350.00
				WHAS11 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/17/23	07/23/23	111----					3	\$450.00		2.80			
N 10	WHAS	07/10/23	07/20/23	Local News @ 5p M-F	CM	5-530p	----1--	:30	1	\$350.00	P02	2.00	NM	3	\$1,050.00
				WHAS11 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
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			
N 11	WHAS	07/10/23	07/18/23	Local News @ 530p M-F	CM	530-6p	----1--	:30	1	\$400.00	P02	2.10	NM	3	\$1,200.00
				WHAS11 NEWS @ 530P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	----1--					1	\$400.00		2.10			
Week:		07/17/23	07/23/23	11-----					2	\$400.00		2.10			
N 12	WHAS	07/10/23	07/19/23	Jimmy Kimmel	CM	1135p-1237a	----1--	:30	1	\$120.00	P02	0.70	NM	4	\$480.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	----1--					1	\$120.00		0.70			
Week:		07/17/23	07/23/23	111----					3	\$120.00		0.70			
N 13	WHAS	07/10/23	07/15/23	ET 7-8p Sa	CM	7-8p	-----1-	:30	1	\$200.00	P02	1.40	NM	1	\$200.00
				ENTERTAINMENT TONIGH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/23	07/16/23	-----1-					1	\$200.00		1.40			

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**WHAS**

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