

# ORDER

**Orders**  
**Order / Rev:** 2744151  
**Alt Order #:** Manual  
**Product Desc:** Statewide Kentucky 7/21-7/27  
**Estimate:** 721727  
**Flight Dates:** 07/21/23 - 07/27/23  
**Original Date / Rev:** 07/19/23 / 07/20/23  
**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:** A25-54  
**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	07/27/23	51	\$17,750.00	\$15,087.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	51	\$17,750.00	\$15,087.50	0.00
<b>Totals</b>	<b>51</b>	<b>\$17,750.00</b>	<b>\$15,087.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	07/21/23	07/26/23	Good Morning America	CM	7:00 AM-8:00 AM	MTW-F--	:30	1	\$325.00	P02	0.00	NM	4	\$1,300.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<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	----F--		1				\$325.00		0.00			
		Week: 07/24/23	07/30/23	MTW----		3				\$325.00		0.00			
N 2	WHAS	07/21/23	07/26/23	Local News @ 4p M-F	CM	4:30 PM-5:00 PM	MTW-F--	:30	1	\$180.00	P02	0.00	NM	4	\$720.00
				Local News @ 4p M-F		(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: 07/17/23	07/23/23	----F--		1				\$180.00		0.00			
		Week: 07/24/23	07/30/23	MTW----		3				\$180.00		0.00			
N 3	WHAS	07/25/23	07/25/23	Tue Prime B	CM	9-10p	-T-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				abbott/not dead											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/24/23	07/30/23	-T-----		1				\$650.00		0.00			
N 4	WHAS	07/23/23	07/23/23	Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
				Local News @ 630p Su											
		<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	-----S		1				\$500.00		0.00			
N 5	WHAS	07/25/23	07/25/23	Tue Prime A	CM	8-9p	-T-----	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				Connors/ Wonder Years											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/24/23	07/30/23	-T-----		1				\$800.00		0.00			

Order / Rev: 2744151  
 Alt Order #: Manual  
 Flight Dates: 07/21/23 - 07/27/23

Advertiser: ISS/ Kentucky Values  
 Product Desc: Statewide Kentucky 7/21-7/27  
 Estimate: 721727  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHAS	07/22/23	07/22/23	Sat Prime C Good Doctor	CM	10-11p	-----S-	:30	1	\$350.00	P02	0.00	NM	3	\$1,050.00
		<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	-----S-		1				\$350.00		0.00			
<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	07/17/23-07/23/23	Sat Prime C			10-11p	-----Sa--	:30		<del>(\$350.00)</del>		0.00	NM		
		See MG 6.2,6.3,6.4 [Input Error-incorrect prgm ord/Shart tank-msw]													
2	WHAS	07/17/23-07/23/23	Sat Prime C			10-11p	-----Sa--	:30		\$350.00		0.00	NM		
		Ⓜ MG for 9.1,6.1,10.1													
3	WHAS	07/17/23-07/23/23	Sat Prime A			8-9p	-----Sa--	:30		\$350.00		0.00	NM		
		Ⓜ MG for 9.1,6.1,10.1													
4	WHAS	07/17/23-07/23/23	Sat Prime B			9-10p	-----Sa--	:30		\$350.00		0.00	NM		
		Ⓜ MG for 9.1,6.1,10.1													
N 7	WHAS	07/21/23	07/21/23	Fri Prime Other 20/20	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----F--	:30	1	\$650.00	P02	0.00	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	----F--		1				\$650.00		0.00			
N 8	WHAS	07/21/23	07/26/23	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	MTW-F--	:30	1	\$120.00	P02	0.00	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:	07/17/23	07/23/23	----F--		1				\$120.00		0.00			
	Week:	07/24/23	07/30/23	MTW----		3				\$120.00		0.00			
N 9	WHAS	07/22/23	07/22/23	Sat Prime B Shark Tank	CM	9-10p	-----S-	:30	1	\$350.00	P02	0.00	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:	07/17/23	07/23/23	-----S-		1				\$350.00		0.00			
<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	07/17/23-07/23/23	Sat Prime B			9-10p	-----Sa--	:30		<del>(\$350.00)</del>		0.00	NM		
		See MG 6.2,6.3,6.4 [Input Error-incorrect prgm ord/Shark Tank-msw]													
N 10	WHAS	07/22/23	07/22/23	Sat Prime A America's Funniest Home V	CM	8-9p	-----S-	:30	1	\$350.00	P02	0.00	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:	07/17/23	07/23/23	-----S-		1				\$350.00		0.00			
<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	07/17/23-07/23/23	Sat Prime A			8-9p	-----Sa--	:30		<del>(\$350.00)</del>		0.00	NM		
		See MG 6.2,6.3,6.4 [Input Error-incorrect prgm ord/Shark Tank-msw]													
N 11	WHAS	07/23/23	07/23/23	Good Morning America Good Morning America Su	CM	8-9a	-----S	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
		<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	-----S		1				\$200.00		0.00			
N 12	WHAS	07/27/23	07/27/23	Thu Prime C Chase, The	CM	10-11p	---T---	:30	1	\$750.00	P02	0.00	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:	07/24/23	07/30/23	---T---		1				\$750.00		0.00			
N 13	WHAS	07/21/23	07/27/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	:30	1	\$180.00	P02	0.00	NM	6	\$1,080.00
		<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	----F--		1				\$180.00		0.00			
	Week:	07/24/23	07/30/23	MTWT---		5				\$180.00		0.00			
N 14	WHAS	07/27/23	07/27/23	Thu Prime A Press Your Luck	CM	8-9p	---T---	:30	1	\$800.00	P02	0.00	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:	07/24/23	07/30/23	---T---		1				\$800.00		0.00			
N 15	WHAS	07/21/23	07/25/23	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	MT--F--	:30	1	\$500.00	P02	0.00	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>			

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Advertiser: ISS/ Kentucky Values  
 Product Desc: Statewide Kentucky 7/21-7/27  
 Estimate: 721727  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WHAS	07/27/23	07/27/23	Thu Prime B Generation Gap	CM	9-10p	---T---	:30	1	\$750.00	P02	0.00	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	----F--		1				\$500.00		0.00			
		Week: 07/24/23	07/30/23	MT-----		2				\$500.00		0.00			
N 17	WHAS	07/23/23	07/23/23	Sun Prime A America's Funniest Home V	CM	7-8p	-----S	:30	1	\$750.00	P02	0.00	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: 07/24/23	07/30/23	---T---		1				\$750.00		0.00			
N 18	WHAS	07/22/23	07/22/23	Local News @ 630p Sa Local News @ 630p Sa	CM	630-7p	-----S-	:30	1	\$240.00	P02	0.00	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: 07/17/23	07/23/23	-----S-		1				\$240.00		0.00			
N 19	WHAS	07/22/23	07/22/23	Good Morning America Sa Good Morning America Sa	CM	7-9a	-----S-	:30	1	\$180.00	P02	0.00	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: 07/17/23	07/23/23	-----S-		1				\$180.00		0.00			
N 20	WHAS	07/21/23	07/27/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	---F-- MTWT---	:30	1	\$180.00	P02	0.00	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: 07/17/23	07/23/23	---F--		1				\$180.00		0.00			
		Week: 07/24/23	07/30/23	MTWT---		4				\$180.00		0.00			
N 21	WHAS	07/21/23	07/27/23	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	--WTF--	:30	1	\$350.00	P02	0.00	NM	3	\$1,050.00
		<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	---F--		1				\$350.00		0.00			
		Week: 07/24/23	07/30/23	--WT---		2				\$350.00		0.00			
N 22	WHAS	07/21/23	07/27/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M-WF--	:30	1	\$450.00	P02	0.00	NM	3	\$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: 07/17/23	07/23/23	---F--		1				\$450.00		0.00			
		Week: 07/24/23	07/30/23	M-WF--		2				\$450.00		0.00			
N 23	WHAS	07/22/23	07/22/23	ET 7-8p Sa ET 7-8p Sa	CM	7-8p	-----S-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
		<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	-----S-		1				\$200.00		0.00			
N 24	WHAS	07/21/23	07/27/23	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	--WTF--	:30	1	\$400.00	P02	0.00	NM	3	\$1,200.00
		<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	---F--		1				\$400.00		0.00			
		Week: 07/24/23	07/30/23	--WT---		2				\$400.00		0.00			
N 25	WHAS	07/24/23	07/24/23	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	1	\$650.00	P02	0.00	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: 07/24/23	07/30/23	M-----		1				\$650.00		0.00			
Totals													51	\$17,750.00	