ORDER

Orders Order / Rev: 2738556 WOC14209299 Alt Order #: Product Desc: Order **WHAS** 707713 Estimate: 07/03/23 - 07/13/23 Taylor Fritsch Flight Dates: Primary AE: Sales Office: 07/06/23 / 07/18/23 **TSWAS** Original Date / Rev: Order Type: General Sales Region: NAT Del Cielo Media / POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: PO Box 25458 EOM/EOC Agency Commission: Alexandria, VA 22313 15% Advertiser Name: ISS/ Kentucky Values A50+ New Business End: Demographic: **Product Codes:** M218412 IS-Governor Advertiser External ID: Revenue Code 1: AGY Agency External ID: 10630AG Revenue Code 2: Unit Code: (POL) Political General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/23	07/13/23	51	\$18,870.00	\$16,039.50

(POL) Issue

P04

Totals

Order Separation:

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	51	\$18,870.00	\$16,039.50	97.00
Totals	51	\$18.870.00	\$16,039,50	97.00

00:15:00

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%	\$18,870.00
Market	100%	\$157 250 00

Revenue Code 3:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$138,380.00
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 Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	07/03/23	07/13/23	Local News @ 12	2p M-F CM	12:00 PM-1	2:30 PI-	1	:30	1	\$180.00 P02	1.50 NM	5	\$900.00
				WHAS11 NEWS	AT NOON	(12:00 PM-1	12:30 PN	1)						
	Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
We	ek: 07/0	3/23	07/09/23	1	1	\$180.00	1.5	50						
We	ek: 07/1	0/23	07/16/23	1111	4	\$180.00	1.5	50						

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Order / Rev: 2738556 Advertiser: ISS/ Kentucky Values

Alt Order #: WOC14209299 Product Desc: Order WHAS

Flight Dates: 07/03/23 - 07/13/23 Estimate: 707713

Ln Ch Start	End	Inventory Code		Start/End T	ime Day	/S	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 07/03/23	End Date 07/09/23	<u>Weekdays</u> 1 1111	Spots/Week 1	Rate \$180.00	Rating 1.50							
Week: 07/10/23 N 2 WHAS 07/03/2	07/16/23 23 07/13/23		•	\$180.00 12:30 PM-1: (12:30 PM-1		1	:30	1	\$180.00 P02	1.40 NM	4	\$720.00
Start Date Week: 07/03/23 Week: 07/10/23 Spot Ch Date Ra	End Date 07/09/23 07/16/23 ange	Weekdays1 1111 Description	Spots/Week 1 4	Rate \$180.00 \$180.00 t/End Time	Rating 1.40 1.40	We	eekdays	Ler	igth Rate	Rtg Type		
Unresolved	d	ocal News @ 12p in the new side of the new sid		0 PM-1:00 P(12:30 PM-1:	:00 MT	WTh	-		1.40 <i>NM</i>		
N 3 WHAS 07/03/2			nerica \$ 3M	7-9a		- 1-	:30	1	\$180.00 P02	1.70 NM	1	\$180.00
Start Date Week: 07/03/23	End Date 07/09/23	Weekdays	Spots/Week 1	<u>Rate</u> \$180.00	Rating 1.70							
N 4 WHAS 07/03/2	23 07/09/23	Good Morning An		8-9a		1	:30	1	\$200.00 P02	2.00 NM	1	\$200.00
Start Date Week: 07/03/23	End Date 07/09/23	Weekdays 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 2.00							
N 5 WHAS 07/03/2	23 07/09/23	This Week Su THIS WEEK	СМ	9-10a		1	:30	1	\$350.00 P02	1.20 NM	1	\$350.00
Start Date Week: 07/03/23	End Date 07/09/23	Weekdays 1	Spots/Week 1	Rate \$350.00	Rating 1.20							
N 6 WHAS 07/03/2		WHAS11 NEWS	@ 430P	4-5p (4:30 PM-5:0	_ ′.	1	:30	1	\$180.00 P02	1.40 NM	4	\$720.00
Start Date Week: 07/03/23 Week: 07/10/23	End Date 07/09/23 07/16/23	<u>Weekdays</u> 1 11- 1	Spots/Week 1 3	Rate \$180.00 \$180.00	Rating 1.40 1.40							
N 7 WHAS 07/03/2	23 07/13/23	Local News @ 5p WHAS11 NEWS		5-530p		1	:30	1	\$350.00 P02	2.00 NM	3	\$1,050.00
Start Date Week: 07/03/23 Week: 07/10/23	End Date 07/09/23 07/16/23	<u>Weekdays</u> 1 11	Spots/Week 1 2	Rate \$350.00 \$350.00	Rating 2.00 2.00							
N 8 WHAS 07/03/2	23 07/11/23	Local News @ 53 WHAS11 NEWS	•	530-6p		1	:30	1	\$400.00 P02	2.10 NM	3	\$1,200.00
Start Date Week: 07/03/23 Week: 07/10/23	End Date 07/09/23 07/16/23	<u>Weekdays</u> 1 11	Spots/Week 1 2	Rate \$400.00 \$400.00	Rating 2.10 2.10							
N 9 WHAS 07/10/2	23 07/12/23	Local News @ 6p WHAS11 NEWS		6-630p	111-		:30	3	\$450.00 P02	2.80 NM	3	\$1,350.00
Start Date Week: 07/10/23	End Date 07/16/23	Weekdays 111	Spots/Week 3		Rating 2.80							
N10 WHAS 07/03/2	23 07/08/23	WHAS11 NEWS		630-7p		- 1-	:30	1	\$240.00 P02	3.00 NM	1	\$240.00
<u>Start Date</u> Week: 07/03/23	End Date 07/09/23	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$240.00	Rating 3.00							
N11 WHAS 07/03/2		WHAS11 NEWS	SUNDAY	630-7p		1	:30	1	\$500.00 P02	3.60 NM	1	\$500.00
Start Date Week: 07/03/23	End Date 07/09/23	Weekdays 1	Spots/Week 1	Rate \$500.00	Rating 3.60							
N12 WHAS 07/03/2	23 07/12/23	Jimmy Kimmel JIMMY KIMMEL	СМ	1135p-1237		1	:30	1	\$120.00 P02	0.70 NM	4	\$480.00
Start Date Week: 07/03/23 Week: 07/10/23	End Date 07/09/23 07/16/23	<u>Weekdays</u> 1 111	Spots/Week 1 3	Rate \$120.00 \$120.00	Rating 0.70 0.70							
N13 WHAS 07/03/2		ET 7-730p ENTERTAINMEN	CM IT TONIGH	7:00 PM-7:3	0 PM	1	:30	1	\$500.00 P02	2.40 NM	3	\$1,500.00
Week: Start Date 07/03/23	End Date 07/09/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$500.00	Rating 2.40							

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Order / Rev: 2738556 Advertiser:

Alt Order #: WOC14209299 Product Desc: Order WHAS

ISS/ Kentucky Values

Flight Dates: 07/03/23 - 07/13/23 Estimate: 707713

Ln Ch Sta	art E	nd	Inventory Code		Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Da Week: 07/10/23		Date 16/23	<u>Weekdays</u> 11	Spots/Week 2	Rate \$500.00	Rating 2.40						
N14 WHAS 07/0			Inside Ed 730-8p	СМ	730-8p	1-	- :30	1	\$500.00 P02	2.40 NM	3	\$1,500.00
<u>Start Da</u> Week: 07/03/23 Week: 07/10/23	07/0	Date 09/23 16/23	Weekdays 1 11	Spots/Week 1 2	Rate \$500.00 \$500.00	Rating 2.40 2.40						
N15 WHAS 07/0	3/23 07	/08/23	ET 7-8p Sa ENTERTAINMEN	CM NT TONIGH	7-8p	1	- :30	1	\$200.00 P02	1.40 NM	1	\$200.00
Start Da Week: 07/03/23		Date 09/23	Weekdays	Spots/Week 1	Rate \$200.00	Rating 1.40						
N16 WHAS 07/	0/23 07	/10/23	Mon Prime A CLAIM TO FAME	СМ	8-9p	1	- :30	1	\$650.00 P02	2.30 NM	1	\$650.00
Start Da Week: 07/10/23		Date 16/23	<u>Weekdays</u> 1	Spots/Week	Rate \$650.00	Rating 2.30						
N17 WHAS 07/			Tue Prime A CONNERS ENC	CM	8-9p	- 1	- :30	1	\$800.00 P02	2.40 NM	1	\$800.00
Start Da Week: 07/10/23		Date 16/23	Weekdays - 1	Spots/Week 1	Rate \$800.00	Rating 2.40						
N18 WHAS 07/	0/23 07	/11/23	Tue Prime B ABBOTT ELEMN	CM IT ENC/NO	9-10p	- 1	- :30	1	\$650.00 P02	2.50 NM	1	\$650.00
Start Da Week: 07/10/23		Date 16/23	<u>Weekdays</u> - 1	Spots/Week 1	<u>Rate</u> \$650.00	Rating 2.50						
N19 WHAS 07/	0/23 07	/13/23	Thu Prime A PRESS YOUR LI	CM UCK	8-9p	1	- :30	1	\$800.00 P02	2.30 NM	1	\$800.00
Start Da Week: 07/10/23		Date 16/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$800.00	Rating 2.30						
N20 WHAS 07/	0/23 07	/13/23	Thu Prime B GENERATION G	CM AP	9-10p	1	- :30	1	\$750.00 P02	4.10 NM	1	\$750.00
Start Da Week: 07/10/23		Date 16/23	Weekdays	Spots/Week 1	<u>Rate</u> \$750.00	Rating 4.10						
N21 WHAS 07/	0/23 07	/13/23	Thu Prime C THE CHASE	СМ	10-11p	1	- :30	1	\$750.00 P02	1.80 NM	1	\$750.00
Start Da Week: 07/10/23		Date 16/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$750.00	Rating 1.80						
N22 WHAS 07/0	03/23 07	/07/23	Fri Prime A SHARK TANK EI	CM		00 PM 1-	- :30	1	\$750.00 P02	1.90 NM	1	\$750.00
Start Da Week: 07/03/23		Date 09/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$750.00	Rating 1.90						
N23 WHAS 07/0	03/23 07	/07/23	Fri Prime Other 20/20	CM	8-11p	1-	- :30	1	\$650.00 P02	1.70 NM	1	\$650.00
Start Da Week: 07/03/23		Date 09/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$650.00	Rating 1.70						
N24 WHAS 07/0	03/23 07	/08/23	Sat Prime Other Sat Prime Other	СМ	8-11p	1	- :30	1	\$350.00 P02	1.90 NM	1	\$350.00
Start Da Week: 07/03/23		Date 09/23	Weekdays 1-	Spots/Week 1	Rate \$350.00	Rating 1.90						
N25 WHAS 07/0	03/23 07	/08/23	Sat Prime Other Sat Prime Other	СМ	8-11p		- :30	0	\$350.00 P02	1.10 NM	1	\$350.00
Start Da Week: 07/03/23		Date 09/23	Weekdays 1-	Spots/Week 1	Rate \$350.00	Rating 1.10						
N26 WHAS 07/0	03/23 07	/08/23	Sat Prime C THE GOOD DOO	CM CTOR SAT	10-11p	1	- :30	1	\$350.00 P02	0.90 NM	1	\$350.00
Start Da Week: 07/03/23		Date 09/23	Weekdays 1-	Spots/Week 1	Rate \$350.00	Rating 0.90						
N27 WHAS 07/0	3/23 07	/09/23	Sun Prime A AMERICAS FUN	CM NIESTHO	7:00 PM-8:	00 PM	1 :30	1	\$750.00 P02	3.10 NM	1	\$750.00
Start Da Week: 07/03/23		Date 09/23	Weekdays 1	Spots/Week 1	Rate \$750.00	Rating 3.10						

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 Order / Rev:
 2738556
 Advertiser:
 ISS/ Kentucky Values

 Alt Order #:
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 Product Desc:
 Order
 WHAS

 Flight Dates:
 07/03/23 - 07/13/23
 Estimate:
 707713

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type Spots	Amount
N28 WHAS 07/13/23 07/13	23 Local News @ 12p M-F CM WHAS11 NEWS AT NOON	12:00 PM-12:30 PIT (12:00 PM-12:30 PM)	:30 1	\$180.00 P02 1.50 NM 1	\$180.00
<u>Start Date</u> <u>End Date</u> Week: 07/10/23 07/16/2	<u> </u>	Rate Rating \$180.00 1.50			

Totals 51 \$18,870.00