

ORDER

Orders
Order / Rev: 2716672
Alt Order #: WOC14155393
Product Desc: Order
Estimate: 616622
Flight Dates: 06/17/23 - 06/22/23
Original Date / Rev: 06/20/23 / 06/20/23
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: A50+
Product Codes: IS-Issue/Non Ballot
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
05/29/23	06/22/23	74	\$25,295.00	\$21,500.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	74	\$25,295.00	\$21,500.75	131.60
Totals	74	\$25,295.00	\$21,500.75	131.60

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	17%	\$25,295.00
Market	100%	\$148,794.12

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	83%	\$123,499.12
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
1	WHAS	06/19/23	06/22/23	Local News @ 12p M-F CM		12-1p	1211---	:30	5	\$180.00	P02	1.70	NM	5	\$900.00
				WHAS11 NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	1211---		5				\$180.00		1.70			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WHAS	06/19/23	06/22/23	Local News @ 12p M-F	CM	12:00 PM-12:30 PM	111---	:30	5	\$180.00	P02	1.70	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: 06/19/23	06/25/23	1211---					5	\$180.00		1.70			
		WHAS11 NEWS AT1230P													
3	WHAS	06/19/23	06/22/23	Daily Blast Live 3-4p	CM	3-4p	1121---	:30	5	\$160.00	P02	1.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	2111---					5	\$160.00		1.70			
		DAILY BLAST LIVE!													
4	WHAS	06/19/23	06/21/23	Good Morning America	CM	7-9a	111---	:30	3	\$325.00	P02	2.00	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: 06/19/23	06/25/23	111---					3	\$325.00		2.00			
		GOOD MORNING AMERICA													
5	WHAS	06/12/23	06/17/23	Local News @ 9a Sa	CM	9-10a	-----1-	:30	1	\$180.00	P02	2.10	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: 06/12/23	06/18/23	-----1-					1	\$180.00		2.10			
		GMK WEEKEND 9-10A													
6	WHAS	06/12/23	06/18/23	ROS EM (Su) 6-8a	CM	6:00 AM-8:00 AM	-----2	:30	2	\$60.00	P02	0.90	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/23	06/18/23	-----2					2	\$60.00		0.90			
		GMK WEEKEND 6-8A (6:00 AM-8:00 AM)													
7	WHAS	06/19/23	06/22/23	Local News @ 4p M-F	CM	4-5p	1111---	:30	4	\$180.00	P02	1.60	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	1111---					4	\$180.00		1.60			
		WHAS11 NEWS @ 4P													
8	WHAS	06/19/23	06/22/23	Local News @ 4p M-F	CM	4-5p	1111---	:30	4	\$180.00	P02	1.70	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	1111---					4	\$180.00		1.70			
		WHAS11 NEWS @ 430P													
9	WHAS	06/19/23	06/22/23	Local News @ 5p M-F	CM	5-530p	2111---	:30	5	\$350.00	P02	1.90	NM	5	\$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: 06/19/23	06/25/23	2111---					5	\$350.00		1.90			
		WHAS11 NEWS @ 5P													
10	WHAS	06/19/23	06/22/23	Local News @ 530p M-F	CM	530-6p	1211---	:30	5	\$400.00	P02	2.10	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	1211---					5	\$400.00		2.10			
		WHAS11 NEWS @ 530P													
11	WHAS	06/19/23	06/22/23	Local News @ 6p M-F	CM	6-630p	1121---	:30	5	\$450.00	P02	2.90	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	1121---					5	\$450.00		2.90			
		WHAS11 NEWS @ 6P													
12	WHAS	06/12/23	06/17/23	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$240.00	P02	2.20	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: 06/12/23	06/18/23	-----1-					1	\$240.00		2.20			
		WHAS11 NEWS @ 6:30P													
13	WHAS	06/12/23	06/18/23	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$500.00	P02	3.80	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: 06/12/23	06/18/23	-----1					1	\$500.00		3.80			
		WHAS11 NEWS SUNDAY													
14	WHAS	06/19/23	06/21/23	Nightline	CM	1237-106a	111---	:30	3	\$80.00	P02	0.50	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	111---					3	\$80.00		0.50			
		NIGHTLINE													
15	WHAS	06/19/23	06/22/23	Jimmy Kimmel	CM	11:35 PM-12:35 AM	1121---	:30	5	\$120.00	P02	0.90	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/19/23	06/25/23	1121---					5	\$120.00		0.90			
		JIMMY KIMMEL													
16	WHAS	06/19/23	06/22/23		CM	7-730p		:30	3	\$500.00	P02	2.30	NM	3	\$1,500.00

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				ET 7-730p			11-1---								
				ENTERTAINMENT TONIGH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	11-1---		3				\$500.00		2.30			
17	WHAS	06/19/23	06/21/23	Inside Ed 730-8p	CM	730-8p	111----	:30	3	\$500.00	P02	2.20	NM	3	\$1,500.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	111----		3				\$500.00		2.20			
18	WHAS	06/19/23	06/19/23	Mon Prime A	CM		1-----	:30	1	\$900.00	P02	1.30	NM	1	\$900.00
				CELEBRITY WHEEL OF F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	1-----		1				\$900.00		1.30			
19	WHAS	06/19/23	06/19/23	Mon Prime B	CM	9-10p	2-----	:30	2	\$800.00	P02	2.10	NM	2	\$1,600.00
				WONDER YRS MON/WONDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	2-----		2				\$800.00		2.10			
20	WHAS	06/19/23	06/20/23	Tue Prime A	CM	8-9p	-1-----	:30	1	\$800.00	P02	1.40	NM	1	\$800.00
				CONNERS ENC/THE WOND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	-1-----		1				\$800.00		1.40			
21	WHAS	06/19/23	06/20/23	Tue Prime B	CM	9-10p	-1-----	:30	1	\$650.00	P02	2.90	NM	1	\$650.00
				ABBOTT ELEMNT ENC/NO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	-1-----		1				\$650.00		2.90			
22	WHAS	06/19/23	06/21/23	Wed Prime B	CM	9-10p	--2----	:30	2	\$875.00	P02	1.80	NM	2	\$1,750.00
				WONDER YEARS/ABBOTT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	--2----		2				\$875.00		1.80			
24	WHAS	06/12/23	06/17/23	Sat Prime A	CM	8:00 PM-9:00 PM	-----2-	:30	2	\$350.00	P02	1.90	NM	2	\$700.00
				AMER FUNNIEST HOME V		(8:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	-----2-		2				\$350.00		1.90			
25	WHAS	06/12/23	06/17/23	Sat Prime B	CM	9-10p	-----1-	:30	1	\$350.00	P02	1.10	NM	1	\$350.00
				SHARK TANK SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	-----1-		1				\$350.00		1.10			
26	WHAS	06/12/23	06/17/23	Sat Prime C	CM	10-11p	-----1-	:30	1	\$350.00	P02	1.30	NM	1	\$350.00
				THE GOOD DOCTOR SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	-----1-		1				\$350.00		1.30			
27	WHAS	06/12/23	06/18/23	Sun Prime A	CM	7:00 PM-8:00 PM	-----1	:30	1	\$750.00	P02	2.80	NM	1	\$750.00
				AMERICAS FUNNIESTHO		(7:00 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	-----1		1				\$750.00		2.80			
28	WHAS	06/12/23	06/18/23	Sun Prime B	CM	8:00 PM-9:00 PM	-----1	:30	1	\$900.00	P02	1.90	NM	1	\$900.00
				AMER FUNNIEST HOME V		(8:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/12/23	06/18/23	-----1		1				\$900.00		1.90			
N29	WHAS	06/19/23	06/20/23	Tue Prime C	CM	10-11p	-1-----	:30	1	\$650.00	P02	2.20	NM	1	\$650.00
				CELEB FAMILY FUED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/19/23	06/25/23	-1-----		1				\$650.00		2.20			

Totals 74 \$25,295.00