

# ORDER

**Orders**  
**Order / Rev:** 2727294  
**Alt Order #:** WOC14192468  
**Product Desc:** Order  
**Estimate:** 630706  
**Flight Dates:** 06/30/23 - 07/06/23  
**Original Date / Rev:** 06/21/23 / 06/21/23  
**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-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
06/26/23	07/06/23	25	\$7,545.00	\$6,413.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	25	\$7,545.00	\$6,413.25	41.40
<b>Totals</b>	<b>25</b>	<b>\$7,545.00</b>	<b>\$6,413.25</b>	<b>41.40</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	19%	\$7,545.00
Market	100%	\$39,710.53

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$32,165.53
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	06/26/23	07/06/23	Local News @ 12p M-F CM		11:58 AM-12:30 PM	----1--	:30	1	\$180.00	P02	1.50	NM	5	\$900.00
				WHAS11 NEWS AT NOON		(11:58 AM-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: 06/26/23	07/02/23	----1--		1				\$180.00		1.50			
		Week: 07/03/23	07/09/23	1111---		4				\$180.00		1.50			

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 Flight Dates: 06/30/23 - 07/06/23

Advertiser: ISS/ Kentucky Values  
 Product Desc: Order  
 Estimate: 630706

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: 06/26/23	07/02/23	----1--		1				\$180.00		1.50			
		Week: 07/03/23	07/09/23	1111---		4				\$180.00		1.50			
N 2	WHAS	06/26/23	07/06/23	Local News @ 12p M-F WHAS11 NEWS AT1230P	CM	12-1p (12:30 PM-1:00 PM)	----1--	:30	1	\$180.00	P02	1.40	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: 06/26/23	07/02/23	----1--		1				\$180.00		1.40			
		Week: 07/03/23	07/09/23	1111---		4				\$180.00		1.40			
N 3	WHAS	06/26/23	07/06/23	Good Morning America GOOD MORNING AMERICA	CM	6:58 AM-8:00 AM (6:58 AM-8:00 AM)	----1--	:30	1	\$325.00	P02	2.10	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: 06/26/23	07/02/23	----1--		1				\$325.00		2.10			
		Week: 07/03/23	07/09/23	-1-1---		2				\$325.00		2.10			
N 4	WHAS	06/26/23	07/01/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30P	CM	630-7p	-----1-	:30	1	\$240.00	P02	3.00	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: 06/26/23	07/02/23	-----1-		1				\$240.00		3.00			
N 5	WHAS	06/26/23	07/02/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$500.00	P02	3.60	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: 06/26/23	07/02/23	-----1		1				\$500.00		3.60			
N 6	WHAS	06/26/23	07/06/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	----1--	:30	1	\$120.00	P02	0.70	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: 06/26/23	07/02/23	----1--		1				\$120.00		0.70			
		Week: 07/03/23	07/09/23	11-1---		3				\$120.00		0.70			
N 7	WHAS	07/03/23	07/04/23	Tue Prime A CONNERS ENC/THE WOND	CM	8-9p	-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: 07/03/23	07/09/23	-1-----		1				\$800.00		2.40			
N 8	WHAS	07/03/23	07/04/23	Tue Prime B ABBOTT ELEMNT ENC/NO	CM	9-10p	-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: 07/03/23	07/09/23	-1-----		1				\$650.00		2.50			
N 9	WHAS	07/03/23	07/06/23	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: 07/03/23	07/09/23	---1---		1				\$750.00		1.80			
N 10	WHAS	06/26/23	06/30/23	Fri Prime Other 20/20	CM	8-11p	----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: 06/26/23	07/02/23	----1--		1				\$650.00		1.70			
N 11	WHAS	06/26/23	07/01/23	Sat Prime Other Sat Prime Other	CM	8-11p	-----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: 06/26/23	07/02/23	-----1-		1				\$350.00		1.90			
N 12	WHAS	06/26/23	07/01/23	Sat Prime C THE GOOD DOCTOR SAT	CM	10-11p	-----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: 06/26/23	07/02/23	-----1-		1				\$350.00		0.90			
													Totals	25	\$7,545.00