ORDER

Orders	Order / R	ev:	27272	94								
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type:		WOC14192468 Order 630706 06/30/23 - 07/06/23									
								WHAS				
						Primary A	E:	Taylor Fritsch				
			06/21/	23 / 06/21/23	3	 Sales Offic	ce:	TSWAS				
			General			Sales Reg		NAT				
							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
Agency	Name: Buying Contact:		Del Ci	elo Media /	POL							
						Billing Typ	e:	Cash				
	Billing Co	ntact:	PO Box 25458			Billing Cal	endar:	Broadcast EOM/EOC				
						Billing Cyc	cle:					
			Alexandria, VA 22313			Agency Co	ommission:	15%				
A	N		100/14	· · · · · · · · · · · · · · · · · · ·								
Advertiser	Name: Demographic:		A50+	entucky Val	ues	 New Busir	ness End:					
	Product C		IS-Issue/Non Ballot			Advertiser	External ID:	M218412				
	Revenue					Agency Ex		10630AG				
	Revenue Code 1:		(POL) Political			Unit Code		General				
	Revenue		(POL) Issue			Order Sep		00:15:00				
	Priority:		P04									
	,					Tatala						
Bill Plan Start Date E	End Date	# Spots	Gross A		et Amount	Totals Month	# Spots	Gross Amount	Net Amount	Rating		
	07/06/23	25 n		7,545.00	\$6,413.25	July 2023	25	\$7,545.00	\$6,413.25	41.4		
00/20/23 0	11/00/23	25	Ψ	7,545.00	φ0,413.23	Totals	25	\$7,545.00	\$6,413.25	41.40		
Account Execut	tives											
Account Executiv		Sales Offic	ce S	ales Region	Start Date /	End Date	Order %]				
Taylor Fritsch					Start Of Ord	er - End Of Order	100%	1				
Order Share		SI	hare	Тс	otal							
WHAS			19%	\$7,545								
Market			100%	\$39,710								
Competitive Sha	are	SI	hare	Тс	otal							
-	are	SI	0%	Tc \$0.	otal							
CABLE UNKWN	are	SI	0% 81%	\$0. \$32,165.	otal 00 53							
CABLE UNKWN WAVE	are	SI	0% 81% 0%	\$0. \$32,165. \$0.	otal 00 53 00							
CABLE UNKWN WAVE WBKI	are	SI	0% 81% 0% 0%	\$0. \$32,165 \$0. \$0.	otal 00 53 00 00							
CABLE UNKWN WAVE WBKI WBNA	are	SI	0% 81% 0% 0%	\$0. \$32,165. \$0. \$0. \$0.	otal 00 53 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB	are	S	0% 81% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0.	otal 00 53 00 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE	are	SI	0% 81% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0.	otal 00 53 00 00 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ	are	S	0% 81% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0.	otal 00 53 00 00 00 00 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC	are	S	0% 81% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0.	btal 00 53 00 00 00 00 00 00 00 00							
Competitive Sha CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	are	S	0% 81% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0.	otal 00 53 00 00 00 00 00 00 00 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT	are	S	0% 81% 0% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0	otal 00 53 00 00 00 00 00 00 00 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	Start End	d Inven	0% 81% 0% 0% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0	otal 00 53 00 00 00 00 00 00 00 00 00 00 00		Len Spots	Rate Pri Rtg 1				
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY		d Inven	0% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0	bital on 00 53 53 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 11:58 AM-	12:30 PI 1		Rate Pri Rtg 1 \$180.00 P02 1.50		Amount \$900.0		
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	Start End 5/26/23 07/0	d Inven 6/23 Local WHAS Date Wee	0% 81% 0% 0% 0% 0% 0% 0% 0% 0% 0%	\$0. \$32,165. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0. \$0	otal otal 00 53 53 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 11:58 AM-N N (11:58 AM-N)	12:30 PI 1		-				

Print Date: 06/21/23 11:46:49 Page 2 of 2

Order / Rev:	2727294	Advertiser:	ISS/ Kentucky Values	
Alt Order #:	WOC14192468	Product Desc:	Order	WHAS
Flight Dates:	06/30/23 - 07/06/23	Estimate:	630706	

Ln Ch	Start	End	Inventory Code	Break	Start/End -	Fime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/ Week: 07/		07/02/23 07/09/23	1 1111	1	\$180.00 \$180.00	1.50 1.50						
N 2 WHAS			Local News @ 12 WHAS11 NEWS	p M-F CM	12-1p (12:30 PM-1	1	:30	1	\$180.00 P02	1.40 NM	5	\$900.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/ Week: 07/	/26/23	07/02/23 07/09/23	1 1111	1	\$180.00 \$180.00	1.40 1.40						
N 3 WHAS	06/26/2	3 07/06/23	Good Morning An GOOD MORNIN		6:58 AM-8:0 (6:58 AM-8:0	00 AM 1 00 AM)	:30	1	\$325.00 P02	2.10 NM	3	\$975.00
<u>Sta</u> Week: 06/	art Date /26/23	End Date 07/02/23	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$325.00	Rating 2.10						
Week: 07/		07/09/23	- 1- 1	2	\$325.00	2.10						
N 4 WHAS	06/26/2	3 07/01/23	Local News @ 63 WHAS11 NEWS	•	630-7p	1-	:30	1	\$240.00 P02	3.00 NM	1	\$240.00
<u>Sta</u> Week: 06/	art Date /26/23	End Date 07/02/23	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$240.00	<u>Rating</u> 3.00						
N 5 WHAS	06/26/2	3 07/02/23	Local News @ 63 WHAS11 NEWS	•	630-7p	1	:30	1	\$500.00 P02	3.60 NM	1	\$500.00
<u>Sta</u> /Week: 06	art Date /26/23	End Date 07/02/23	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$500.00	Rating 3.60						
N 6 WHAS			Jimmy Kimmel JIMMY KIMMEL	СМ	1135p-1237		:30	1	\$120.00 P02	0.70 NM	4	\$480.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/ Week: 07/	/26/23	07/02/23 07/09/23	1 11-1	1	\$120.00 \$120.00	0.70 0.70						
N 7 WHAS	07/03/2	3 07/04/23	Tue Prime A CONNERS ENC	CM THE WOND	8-9p	- 1	:30	1	\$800.00 P02	2.40 NM	1	\$800.00
<u>Sta</u> /Week: 07	art Date /03/23	End Date 07/09/23	<u>Weekdays</u> - 1	Spots/Week	<u>Rate</u> \$800.00	Rating 2.40						
N 8 WHAS	07/03/2	3 07/04/23	Tue Prime B ABBOTT ELEMN	CM IT ENC/NO	9-10p	- 1	:30	1	\$650.00 P02	2.50 NM	1	\$650.00
<u>Sta</u> Week: 07/	art Date /03/23	End Date 07/09/23	<u>Weekdays</u> - 1	Spots/Week	<u>Rate</u> \$650.00	Rating 2.50						
N 9 WHAS			Thu Prime C THE CHASE	СМ	10-11p	1	:30	1	\$750.00 P02	1.80 NM	1	\$750.00
<u>Sta</u> Week: 07/	art Date (03/23	End Date 07/09/23	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$750.00	Rating 1.80						
			Fri Prime Other 20/20	CM	8-11p	1	:30	1	\$650.00 P02	1.70 NM	1	\$650.00
<u>Sta</u> Week: 06/	art Date	End Date 07/02/23	Weekdays	Spots/Week	<u>Rate</u> \$650.00	Rating 1.70						
N11 WHAS			Sat Prime Other	CM	8-11p	1-	:30	1	\$350.00 P02	1.90 NM	1	\$350.00
Sta	art Date	End Date	Sat Prime Other Weekdays	Spots/Week	Rate	Rating						
Week: 06/		07/02/23	1-	<u>opolo/Week</u> 1	\$350.00	1.90						
N12 WHAS	06/26/2	3 07/01/23	Sat Prime C THE GOOD DOO	CM CTOR SAT	10-11p	1-	:30	1	\$350.00 P02	0.90 NM	1	\$350.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/	/26/23	07/02/23	1-	1	\$350.00	0.90						
										Totals	25	\$7,545.00