

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 / 07/19/23
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	50	\$17,570.00	\$14,934.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	50	\$17,570.00	\$14,934.50	0.00
Totals	50	\$17,570.00	\$14,934.50	0.00

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			

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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	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	-----S-		1		\$350.00		0.00					
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	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	-----S-		1		\$350.00		0.00					
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	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	-----S-		1		\$350.00		0.00					
N 11	WHAS	07/23/23	07/23/23	Good Morning America \$M 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)	M-F--	: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 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>					
		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 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: 07/24/23	07/30/23	---T---		1		\$750.00		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: 07/17/23	07/23/23	-----S		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 \$M 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					

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WHAS

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N20	WHAS	07/21/23	07/27/23	Local News @ 12p M-F	CM	12:30 PM-1:00 PM	MWTF--	:30	1	\$180.00	P02	0.00	NM	5	\$900.00
				Local News @ 12p M-F		(12:30 PM-1:00 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	MTWT---		4				\$180.00		0.00			
N21	WHAS	07/21/23	07/27/23	Local News @ 5p M-F	CM	5-530p	--WTF--	:30	1	\$350.00	P02	0.00	NM	3	\$1,050.00
				Local News @ 5p M-F											
		<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			
N22	WHAS	07/21/23	07/27/23	Local News @ 6p M-F	CM	6-630p	M-WF--	:30	1	\$450.00	P02	0.00	NM	3	\$1,350.00
				Local News @ 6p M-F											
		<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-W----		2				\$450.00		0.00			
N23	WHAS	07/22/23	07/22/23	ET 7-8p Sa	CM	7-8p	-----S-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				ET 7-8p Sa											
		<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			
N24	WHAS	07/21/23	07/27/23	Local News @ 530p M-F	CM	530-6p	--WTF--	:30	1	\$400.00	P02	0.00	NM	3	\$1,200.00
				Local News @ 530p M-F											
		<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			
N25	WHAS	07/24/23	07/24/23	Mon Prime C	CM	10-11p	M-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				Mon Prime C											
		<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	50	\$17,570.00