## ORDER

Orders	Order / Re	ev:	2745	6819								
	Alt Order #: Product Desc:		Manual									
			State	Statewide Kentucky 7/28-8/3								
	Estimate:		7288	-					WHAS			
	Flight Dates:		07/2	8/23 - 08/03/23			Primary A	E:	Taylor Fritsch			
	Original D			4/23 / 07/24/23			Sales Offi		TSWAS			
	Order Typ		Gene				Sales Rec		NAT			
		0.										
Agency	Name:		Del (	Cielo Media / F	POL							
	Buying Co	ontact:					Billing Typ	e:	Cash			
	Billing Cor	ntact:					Billing Cal	endar:	Broadcast			
			PO E	3ox 25458			Billing Cyc	de:	EOM/EOC			
			Alexa	andria, VA 223	13		Agency C	ommission:	15%			
Advertiser	Name:		ISS/	Kentucky Val	les							
	Demographic:		A35+				New Busir	ness End:				
	Product C	odes:	IS-G	overnor			Advertiser	External ID:	M218412			
	Revenue	Code 1:	AGY				Agency E	kternal ID:	10630AG General			
	Revenue	Code 2:	(POL	_) Political			Unit Code	:				
	Revenue	Code 3:	(POL) Issue				Order Separation:		00:15:00			
	Priority:			P04			_					
Bill Plan						То	als					
Start Date	End Date	# Spots	Gross	Amount Ne	t Amount	Мо		# Spots	Gross Amount	Net Amount	Rating	
06/26/23	07/30/23	18		\$6,130.00	\$5,210.50	<b>^</b>	y 2023	18	\$6,130.00	\$5,210.50	0.0	
07/31/23	08/03/23	34	97	\$12,820.00	\$10,897.00	Tot	gust 2023 als	34 52	\$12,820.00 \$18,950.00	\$10,897.00 \$16,107.50	0.0	
Account Exe	cutives											
Account Exec	utive	Sales Offi	се	Sales Region	Start Date	/ End D	ate	Order %	]			
Taylor Fritsch					Start Of O	rder - Ei	nd Of Order	100%				
Order Share		S	share	То	tal							
WHAS			12%	\$18,950.0	00							
Market			100%	\$157,916.0	67							
Competitive \$	Share	S	share	То	tal							
CABLE			0%	\$0.0	00							
UNKWN			88%	\$138,966.0								
WAVE			0%	\$0.0	00							
WBKI			0%	\$0.0	00							
WBNA			0%	\$0.0								
WDRB			0%	\$0.0	00							
WFTE			0%	\$0.0	00							
WKMJ			0%	\$0.0	00							
WKPC			0%	\$0.0	00							
WKZT			0%	\$0.0	00							
WLKY			0%	\$0.0	00							
Ln Ch	Start End		ntory C	`odo ₽~	eak Start/En	d Time	Days	Len Spots	Rate Pri Rtg	Tupo Spoto	Amoun	
			-				I MTW-F	:30 0	\$325.00 P02 0.00		\$1,300.0	
N 1 WHAS	01/20/23 00/0			ng America	(7:00 AM			.00 0				

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Order / Rev:	2745819	Advertiser:	ISS/ Kentucky Values	
Alt Order #:	Manual	Product Desc:	Statewide Kentucky 7/28-8/3	WHAS
Flight Dates:	07/28/23 - 08/03/23	Estimate:	728803	

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spot	ts	Rate Pri	Rtg Type	Spots	Amount
Start Date End Dat		Rate	Rating						
Week: 07/24/23 07/30/23 Week: 07/31/23 08/06/23		\$325.00 \$325.00	0.00 0.00						
N 2 WHAS 07/30/23 07/30/2	3 Local News @ 630p Su CM Local News @ 630p Su	630-7p	S	:30	1	\$500.00 P02	0.00 NM	1	\$500.00
Start Date End Dat   Week: 07/24/23 07/30/23		· . —	Rating 0.00						
N 3 WHAS 08/01/23 08/01/2	~ .	8-9p	- T	:30	1	\$800.00 P02	0.00 NM	1	\$800.00
	Conners/ Wonder Years	·	Ĩ	.00	•	¢000.001 02	0.00 144		\$000.00
<u>Start Date</u> End Dat Week: 07/31/23 08/06/23		· . —	Rating 0.00						
N 4 WHAS 07/29/23 07/29/2	3 Sat Prime C CM Good Doctor	10-11p	S-	:30	1	\$350.00 P02	0.00 NM	1	\$350.00
<u>Start Date</u> End Dat Week: 07/24/23 07/30/23		· · <u> </u>	Rating 0.00						
N 5 WHAS 07/28/23 07/28/2	3 Fri Prime Other CM 20/20		:00 PMF	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
<u>Start Date</u> <u>End Dat</u> Week: 07/24/23 07/30/23	e Weekdays Spots/Week	Rate	Rating 0.00						
N 6 WHAS 07/28/23 08/03/2	3 Jimmy Kimmel CM	1135p-1237		:30	1	\$120.00 P02	0.00 NM	4	\$480.00
Start Date End Dat	Jimmy Kimmel e Weekdays Spots/Week	Rate	Rating						
Week: 07/24/23 07/30/23	<u> </u>		0.00						
Week: 07/31/23 08/06/23		*	0.00			• -			
N 7 WHAS 07/29/23 07/29/2	3 Sat Prime B CM Shark Tank	9-10p	S-	:30	1	\$350.00 P02	0.00 NM	1	\$350.00
Start Date End Dat Week: 07/24/23 07/30/23			Rating 0.00						
N 8 WHAS 07/29/23 07/29/2	3 Sat Prime A CM America's Funniest Home V	8-9p	S-	:30	1	\$350.00 P02	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End Dat</u> Week: 07/24/23 07/30/23	e Weekdays Spots/Week		Rating 0.00						
N 9 WHAS 08/03/23 08/03/2	3 Thu Prime C CM	10-11p	T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
Start Date End Dat	Chase, The e Weekdays Spots/Week	Rate	Rating						
Week: 07/31/23 08/06/23			0.00						
N10 WHAS 07/28/23 08/03/2			2:30 PIMTWTF	:30	1	\$180.00 P02	0.00 NM	5	\$900.00
	Local News @ 12p M-F	(12:00 PM-1	,						
<u>Start Date</u> End Dat Week: 07/24/23 07/30/23		<u>Rate</u> \$180.00	Rating 0.00						
Week: 07/31/23 08/06/23	•		0.00						
N11 WHAS 08/03/23 08/03/2	3 Thu Prime A CM Press Your Luck	8-9p	T	:30	1	\$800.00 P02	0.00 NM	1	\$800.00
<u>Start Date</u> <u>End Dat</u> Week: 07/31/23 08/06/23		<u>Rate</u> \$800.00	Rating 0.00						
N12 WHAS 07/30/23 07/30/2	3 Good Morning America SCM	8-9a	S	:30	1	\$200.00 P02	0.00 NM	1	\$200.00
Start Date End Dat			Rating						
Week: 07/24/23 07/30/23		\$200.00	0.00						
N13 WHAS 07/28/23 08/03/2	3 Local News @ 4p M-F CM Local News @ 4p M-F	4:30 PM-5:0 (4:30 PM-5:	00 PM MTWTF 00 PM)	:30	1	\$180.00 P02	0.00 NM	5	\$900.00
Start Date End Dat		-	Rating						
Week: 07/24/23 07/30/23 Week: 07/31/23 08/06/23		\$180.00 \$180.00	0.00 0.00						
N14 WHAS 07/28/23 08/01/2		730-8p	MTF	:30	1	\$500.00 P02	0.00 NM	3	\$1,500.00
Start Date End Dat		Rate	Rating						
Week: 07/24/23 07/30/23	5F 1	\$500.00	0.00						
Week: 07/31/23 08/06/23	3 МГ 2	\$500.00	0.00						

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Order / Rev:	2745819	Advertiser:	ISS/ Kentucky Values	
Alt Order #:	Manual	Product Desc:	Statewide Kentucky 7/28-8/3	WHAS
Flight Dates:	07/28/23 - 08/03/23	Estimate:	728803	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time I	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N15 WHAS	08/03/2	3 08/03/23	Thu Prime B Generation Gap	СМ	9-10p		T	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 07/		08/06/23	T	1	\$750.00	0.00				<b>*75</b> 0 00 <b>D</b> 00	0.00 1114		<b>*</b> 750.00
N16 WHAS	07/30/2	3 07/30/23	Sun Prime A America's Funnie	CM st Home V	7-8p		S	:30	1	\$750.00 P02	0.00 NM	1	\$750.00
<u>Sta</u> Week: 07/	rt Date 24/23	End Date 07/30/23	Weekdays	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00	-						
N17 WHAS	07/29/2	3 07/29/23	Local News @ 63 Local News @ 63	•	630-7p		S-	:30	1	\$240.00 P02	0.00 NM	1	\$240.00
<u>Sta</u> Week: 07/	rt Date 24/23	End Date 07/30/23	Weekdays	Spots/Week	<u>Rate</u> \$240.00	Rating 0.00	-						
N18 WHAS	08/01/2	3 08/01/23	Tue Prime B Abbott/Not Dead	СМ	9-10p	- ]	Γ	:30	1	\$650.00 P02	0.00 NM	1	\$650.00
<u>Sta</u> /Week: 07	rt Date 31/23	End Date 08/06/23	<u>Weekdays</u> - T	Spots/Week	<u>Rate</u> \$650.00	Rating 0.00	-						
N19 WHAS	07/31/2	3 07/31/23	Mon Prime Other Mon Prime Other		8-11p	M-		:30	1	\$1,200.00 P02	0.00 NM	1	\$1,200.00
<u>Sta</u> Week: 07/	rt Date 31/23	End Date 08/06/23	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00	-						
N20 WHAS	07/29/2	3 07/29/23	Good Morning An Good Morning Ar	nerica <b>S</b> M	7-9a		S-	:30	1	\$180.00 P02	0.00 NM	1	\$180.00
<u>Sta</u> /Week: 07	rt Date 24/23	End Date 07/30/23	Weekdays	Spots/Week	<u>Rate</u> \$180.00	Rating 0.00	-						
N21 WHAS			Local News @ 12 Local News @ 12	•	12:30 PM-1 (12:30 PM-1		ГWГF	:30	1	\$180.00 P02	0.00 NM	5	\$900.00
Week: 07/		End Date 07/30/23	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$180.00	Rating 0.00	5						
Week: 07/ N22 WHAS		08/06/23	MTWT	4 M E CM	\$180.00 5-530p	0.00	- WTF	:30	1	\$350.00 P02	0.00 NIM	3	\$1,050.00
NZZ WHAS	07/20/2	.3 00/03/23	Local News @ 5p Local News @ 5p		5-550p		- WIF	.30	I	\$350.00 P02	0.00 1110	3	φ1,050.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 07/ Week: 07/		07/30/23 08/06/23	F WT	1	\$350.00 \$350.00	0.00 0.00							
N23 WHAS			Local News @ 6p Local News @ 6p	M-F CM	6-630p		- W- F	:30	1	\$450.00 P02	0.00 NM	3	\$1,350.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	I						
Week: 07/	24/23	07/30/23	F	1	\$450.00	0.00	5						
Week: 07/		08/06/23	M-W	2	\$450.00	0.00	) S-	.20	1	¢200 00 D02	0.00 NIM	1	\$200.00
N24 WHAS	01/29/2	.5 01129/23	ET 7-8p Sa ET 7-8p Sa	СМ	7-8p		3-	:30	1	\$200.00 P02	U.UU INIVI	1	<b>φ200.00</b>
<u>Sta</u> Week: 07/	rt Date	End Date 07/30/23	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00	-						
N25 WHAS			Local News @ 53		530-6p		- WTF	:30	1	\$400.00 P02	0.00 NM	3	\$1,200.00
			Local News @ 53		000-0p		WII	.50	·	ψ <del>τ</del> υυ.υυτ υΖ	0.00 1110	5	ψ1,200.00
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating							
Week: 07/ Week: 07/		07/30/23 08/06/23	F WT	1	\$400.00 \$400.00	0.00 0.00							
N26 WHAS			Mon Prime C Mon Prime C	CM	10-11p			:30	1	\$650.00 P02	0.00 NM	1	\$650.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	I						
Week: 07/		08/06/23	M	1	\$650.00	0.00	-						
											Totals	52	\$18,950.00