ORDER

Orders	Order / Rev:	2738556		
	Alt Order #:	WOC14209299		
	Product Desc:	Order		
	Estimate:	707713		WHAS
	Flight Dates:	07/03/23 - 07/13/23	Primary AE:	Taylor Fritsch
	Original Date / Rev:	07/06/23 / 07/06/23	Sales Office:	TSWAS
	Order Type:	General	Sales Region:	NAT
Agency	Name:	Del Cielo Media / POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		PO Box 25458	Billing Cycle:	EOM/EOC
		Alexandria, VA 22313	Agency Commission:	15%
Advertiser	Name:	ISS/ Kentucky Values		
	Demographic:	A50+	New Business End:	
	Product Codes:	IS-Issue/Non Ballot	Advertiser External ID:	M218412
	Revenue Code 1:	AGY	Agency External ID:	10630AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Issue	Order Separation:	00:15:00
	Priority:	P04		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/23	07/13/23	51	\$18,870.00	\$16,039.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2023	51	\$18,870.00	\$16,039.50	96.90
Totals	51	\$18.870.00	\$16.039.50	96.90

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	12%	\$18,870.00
Market	100%	\$157 250 00

-		
Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$138,380.00
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

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	07/03/23	07/13/23	Local News @ 12	p M-F CM	12:00 PM-1	2:30 PI 1-	:30	1	\$180.00 P02	1.50 NM	5	\$900.00
				WHAS11 NEWS	AT NOON	(12:00 PM-1	12:30 PM)						
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
١	Veek: 07/	03/23	07/09/23	1	1	\$180.00	1.50						
\	Veek: 07/	10/23	07/16/23	1111	4	\$180.00	1.50						

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Order / Rev: 2738556 Advertiser: ISS/ Kentucky Values

Alt Order #: WOC14209299 Product Desc: Order WHAS

Flight Dates: 07/03/23 - 07/13/23 Estimate: 707713

Ln Ch Start End	Inventory	y Code Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Start Date End D		-		Rating						
Week: 07/03/23 07/09/ Week: 07/10/23 07/16/	-0		\$180.00 \$180.00	1.50 1.50						
N 2 WHAS 07/03/23 07/1		vs @ 12p M-F CM NEWS AT1230P	12:30 PM-1 (12:30 PM-	1:00 PM 1 1:00 PM)	- :30	1	\$180.00 P02	1.40 NM	5	\$900.00
Start Date End D	_			Rating						
Week: 07/03/23 07/09/ Week: 07/10/23 07/16/			7.00.00	1.40 1.40					l	
N 3 WHAS 07/03/23 07/0	3/23 Good Moi	rning America S&M ORNING AMERICA	7-9a	1	- :30	1	\$180.00 P02	1.70 NM	1	\$180.00
Start Date End D Week: 07/03/23 07/09				Rating 1.70						
N 4 WHAS 07/03/23 07/0		rning America SIM ORNING AMERICA	8-9a		1 :30	1	\$200.00 P02	2.00 NM	1	\$200.00
Start Date End D Week: 07/03/23 07/09/			Rate \$200.00	Rating 2.00						
N 5 WHAS 07/03/23 07/0	0/23 This Wee THIS WE		9-10a		1 :30	1	\$350.00 P02	1.20 NM	1	\$350.00
<u>Start Date</u> <u>End D</u> Week: 07/03/23 <u>07/09</u>	_			Rating 1.20						
N 6 WHAS 07/03/23 07/1		vs @ 4p M-F CM NEWS @ 430P	4-5p (4:30 PM-5	1 :00 PM)	- :30	1	\$180.00 P02	1.40 NM	4	\$720.00
Start Date End D		_		Rating						
Week: 07/03/23 07/09/ Week: 07/10/23 07/16/	- 0			1.40 1.40					l	
N 7 WHAS 07/03/23 07/1		vs @ 5p M-F CM NEWS @ 5P	5-530p	1	- :30	1	\$350.00 P02	2.00 NM	3	\$1,050.00
Start Date End D				Rating						
Week: 07/03/23 07/09/ Week: 07/10/23 07/16/	-	•	\$350.00 \$350.00	2.00 2.00						
N 8 WHAS 07/03/23 07/1		vs @ 530p M-FCM NEWS @ 530P	530-6p	1	- :30	1	\$400.00 P02	2.10 NM	3	\$1,200.00
Start Date End D				Rating						
Week: 07/03/23 07/09/ Week: 07/10/23 07/16/			¥	2.10 2.10					l	
N 9 WHAS 07/10/23 07/1		vs @ 6p M-F CM NEWS @ 6P	6-630p	111	- :30	3	\$450.00 P02	2.80 NM	3	\$1,350.00
<u>Start Date</u> <u>End D</u> Week: 07/10/23 07/16				Rating 2.80						
N10 WHAS 07/03/23 07/0		vs @ 630p Sa CM NEWS @ 6:30P	630-7p	1	- :30	1	\$240.00 P02	3.00 NM	1	\$240.00
Start Date End D Week: 07/03/23 07/09/23			Rate \$240.00	Rating 3.00						
N11 WHAS 07/03/23 07/0	WHAS11	vs @ 630p Su CM NEWS SUNDAY	630-7p		1 :30	1	\$500.00 P02	3.60 NM	1	\$500.00
Start Date End D Week: 07/03/23 07/09/23			Rate \$500.00	Rating 3.60						
N12 WHAS 07/03/23 07/1	2/23 Jimmy Kir JIMMY K		1135p-123	7a1	- :30	1	\$120.00 P02	0.70 NM	4	\$480.00
Start Date End D Week: 07/03/23 07/09			Rate \$120.00	Rating 0.70						
Week: 07/10/23 07/16				0.70						
N13 WHAS 07/03/23 07/1		CM AINMENT TONIGH	7:00 PM-7:	30 PM 1	- :30	1	\$500.00 P02	2.40 NM	3	\$1,500.00
Start Date End D Week: 07/03/23 07/09				Rating 2.40						
Week: 07/03/23 07/09 Week: 07/10/23 07/16				2.40 2.40						
N14 WHAS 07/03/23 07/1		730-8p CM	730-8p	1	- :30	1	\$500.00 P02	2.40 NM	3	\$1,500.00
Start Date End D	ate Weekda	Spots/Week	Rate	Rating					I	

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Order / Rev: 2738556 Advertiser: ISS/ Kentucky Values

Alt Order #: WOC14209299 Product Desc: Order **WHAS**

Flight Dates: 07/03/23 - 07/13/23 Estimate: 707713

Start Date End Date Weekdays SpotsWeek Rate Rating Start Date Start Date End Date Weekdays SpotsWeek Rate Rating Start Date Start Date Start Date Start Date End Date Weekdays SpotsWeek Rate Rating Start Date St	Ln Ch S	tart End	d	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Neek-07/10/23 O7/16/23 O7/16/23 ET 7-9 ks CM 7-8p					Spots/Week								
Start Date End Date Weekdays SpotsWeek Rate Rating SpotsWeek Rate SpotsWeek Rate Rating Sp				=									
Start Date End Date Meek days Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Sp	N15 WHAS 07	/03/23 07/0	08/23	•		7-8p	1-	:30	1	\$200.00 P02	1.40 NM	1	\$200.00
No. No.	Start Da	ate End D	Date			Rate	Rating						
Start Date End Date Weekdays Spots/Week Rate Rating Section					1								
New New	N16 WHAS 07	/10/23 07/1	10/23		_	8-9p	1	:30	1	\$650.00 P02	2.30 NM	1	\$650.00
CONNERS ENC/THE WOND Start Date End Date Weekdays Spots/Week Rate Rating Section Section				Weekdays 1									
New O7/10/23 O7/16/23 O7/16/23 O7/10/23 Tue Prime B	N17 WHAS 07	/10/23 07/1	1/23			8-9p	- 1	:30	1	\$800.00 P02	2.40 NM	1	\$800.00
ABBOTT ELEMNT ENC/NO Weekdays Spots/Week Rate Se50.00 2.50 N19 WHAS 07/10/23 07/16/23 1					Spots/Week 1								
Week: 07/10/23 07/16/23 07/	N18 WHAS 07	/10/23 07/1	1/23			9-10p	- 1	:30	1	\$650.00 P02	2.50 NM	1	\$650.00
PRESS YOUR LUCK Start Date End Date Weekdays Spots/Week Rate Section S		_			Spots/Week 1								
Neek: 07/10/23 07/16/23 07/	N19 WHAS 07	/10/23 07/1	3/23			8-9p	1	:30	1	\$800.00 P02	2.30 NM	1	\$800.00
Start Date End Date Weekdays Spots/Week Rate Rating Week 77/10/23 77/13/23 Thu Prime C THE CHASE Start Date Prime Other Start Date O7/03/23 O7/0													
Week: 07/10/23 07/16/23 1 1 \$750.00 4.10 N21 WHAS 07/10/23 07/13/23 Thu Prime C THE CHASE THE CHASE THE CHASE THE CHASE Week: 07/10/23 07/16/23 1 1 \$750.00 Rate Rating Rating Thing Control Rating Shorts/Week Rate Rating Rating Rating Rating Shorts/Week N22 WHAS 07/03/23 07/07/23 Fri Prime A SHARK TANK ENC CM 8:00 PM-9:00 PM1- 30 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.90 NM 1 \$750.00 P02 1.70 NM 1 \$650.00 P02 1.70 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02	N20 WHAS 07	/10/23 07/1	3/23			9-10p	1	:30	1	\$750.00 P02	4.10 NM	1	\$750.00
N21 WHAS 07/10/23 07/13/23 Thu Prime C CM 10-11p 1 :30 1 \$750.00 P02 1.80 NM 1 \$750.00 P02 PM P0-1													
Start Date End Date Weekdays Spots/Week Rate Rating 1.80	N21 WHAS 07	/10/23 07/1	3/23		СМ	-	1	:30	1	\$750.00 P02	1.80 NM	1	\$750.00
N22 WHAS 07/03/23 07/07/23 Fri Prime A CM 8:00 PM-9:00 PM1- :30 1 \$750.00 P02 1.90 NM 1 \$750.00 PM SHARK TANK ENC Start Date End Date Weekdays Spots/Week Rate Rating \$750.00 1.90		_											
Week: 07/03/23 07/09/23 1 1 \$750.00 1.90 N23 WHAS 07/03/23 07/07/23 Fri Prime Other 20/20 CM 8-11p 1 :30 1 \$650.00 P02 1.70 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.10 NM 1 \$350.00							00 PM 1	:30	1	\$750.00 P02	1.90 NM	1	\$750.00
N23 WHAS 07/03/23 07/07/23 Fri Prime Other 20/20 CM 8-11p 1 :30 1 \$650.00 P02 1.70 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.10 NM 1 \$350.00 P02	Start D	ate End D	<u>Date</u>			Rate	Rating						
Start Date End Date Weekdays Spots/Week Rate Rating 1.70					<u>.</u>	-							
Week: 07/03/23 07/09/23 1 1 \$650.00 1.70 N24 WHAS 07/03/23 07/08/23 07/08/23 Sat Prime Other Sat Prime Other Sat Prime Other CM 8-11p 1- :30 1 \$350.00 P02 1.90 NM 1 \$350.00 P02 1.10 NM 1 \$350.00 P02)7/23	20/20		8-11p	1	:30	1	\$650.00 P02	1.70 NM	1	\$650.00
Sat Prime Other Start Date End Date Weekdays Spots/Week Rate Rating 1													
Week: 07/03/23 07/09/23 1- 1 \$350.00 1.90 N25 WHAS 07/03/23 07/08/23 Sat Prime Other Sat Prime Other CM 8-11p :30 0 \$350.00 P02 1.10 NM 1 \$350.00 P02 <td>N24 WHAS 07</td> <td>/03/23 07/0</td> <td>)8/23</td> <td></td> <td>СМ</td> <td>8-11p</td> <td>1-</td> <td>:30</td> <td>1</td> <td>\$350.00 P02</td> <td>1.90 NM</td> <td>1</td> <td>\$350.00</td>	N24 WHAS 07	/03/23 07/0)8/23		СМ	8-11p	1-	:30	1	\$350.00 P02	1.90 NM	1	\$350.00
N25 WHAS 07/03/23 07/08/23 Sat Prime Other CM 8-11p :30 0 \$350.00 P02 1.10 NM 1 \$350.00 P02 1.10 NM Start Date End Date Weekdays Spots/Week Rate Rating		_			Spots/Week								
Sat Prime Other <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>				_	CM			-30		\$350 00 P02	1 10 NM	1	\$350.00
	1125 WIAS 07	103/23 01/0	10/23		Civi	0-11p		.50	U	ψ330.001 02	1.10 14101	<u>'</u>	ψ330.00
Week: 07/03/23 07/09/231- 1 \$350.00 1.10	Start Da Week: 07/03/2			<u>Weekdays</u> 1-	Spots/Week 1	Rate \$350.00	Rating 1.10						
N26 WHAS 07/03/23 07/08/23 Sat Prime C CM 10-11p1- :30 1 \$350.00 P02 0.90 NM 1 \$350.00 THE GOOD DOCTOR SAT	N26 WHAS 07	/03/23 07/0)8/23			10-11p	1-	:30	1	\$350.00 P02	0.90 NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/03/23 07/09/23 1- 1 \$350.00 0.90													
N27 WHAS 07/03/23 07/09/23 Sun Prime A CM 7:00 PM-8:00 PM1 :30 1 \$750.00 P02 3.10 NM 1 \$750.00 AMERICAS FUNNIESTHO	N27 WHAS 07	/03/23 07/0)9/23			7:00 PM-8:0	00 PM 1	:30	1	\$750.00 P02	3.10 NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Rate Rating					Spots/Week								
Week: 07/03/23 07/09/231 1 \$750.00 3.10 Totals 51 \$18.870.00	Week: 07/03/2	23 07/09	9/23	1	1	\$750.00	3.10				Tatals	<u> </u>	\$18.870.00