

ORDER

Orders
Order / Rev: 2738556
Alt Order #: WOC14209299
Product Desc: Order
Estimate: 707713
Flight Dates: 07/03/23 - 07/13/23
Original Date / Rev: 07/06/23 / 07/06/23
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	07/13/23	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

Ln	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 @ 12p M-F CM		12:00 PM-12:30 PM	----1--	:30	1	\$180.00	P02	1.50	NM	5	\$900.00
				WHAS11 NEWS AT NOON		(12:00 PM-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: 07/03/23	07/09/23	----1--		1				\$180.00		1.50			
		Week: 07/10/23	07/16/23	1111---		4				\$180.00		1.50			

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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: 07/03/23	07/09/23	----1--		1				\$180.00		1.50			
		Week: 07/10/23	07/16/23	1111---		4				\$180.00		1.50			
N 2	WHAS	07/03/23	07/13/23	Local News @ 12p M-F WHAS11 NEWS AT1230P	CM	12:30 PM-1:00 PM (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: 07/03/23	07/09/23	----1--		1				\$180.00		1.40			
		Week: 07/10/23	07/16/23	1111---		4				\$180.00		1.40			
N 3	WHAS	07/03/23	07/08/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$180.00	P02	1.70	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: 07/03/23	07/09/23	-----1-		1				\$180.00		1.70			
N 4	WHAS	07/03/23	07/09/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	2.00	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: 07/03/23	07/09/23	-----1		1				\$200.00		2.00			
N 5	WHAS	07/03/23	07/09/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$350.00	P02	1.20	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: 07/03/23	07/09/23	-----1		1				\$350.00		1.20			
N 6	WHAS	07/03/23	07/13/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	CM	4-5p (4:30 PM-5:00 PM)	----1--	:30	1	\$180.00	P02	1.40	NM	4	\$720.00
		<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				\$180.00		1.40			
		Week: 07/10/23	07/16/23	11-1---		3				\$180.00		1.40			
N 7	WHAS	07/03/23	07/13/23	Local News @ 5p M-F WHAS11 NEWS @ 5P	CM	5-530p	----1--	:30	1	\$350.00	P02	2.00	NM	3	\$1,050.00
		<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				\$350.00		2.00			
		Week: 07/10/23	07/16/23	--11---		2				\$350.00		2.00			
N 8	WHAS	07/03/23	07/11/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	----1--	:30	1	\$400.00	P02	2.10	NM	3	\$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: 07/03/23	07/09/23	----1--		1				\$400.00		2.10			
		Week: 07/10/23	07/16/23	11-----		2				\$400.00		2.10			
N 9	WHAS	07/10/23	07/12/23	Local News @ 6p M-F WHAS11 NEWS @ 6P	CM	6-630p	111----	:30	3	\$450.00	P02	2.80	NM	3	\$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: 07/10/23	07/16/23	111----		3				\$450.00		2.80			
N 10	WHAS	07/03/23	07/08/23	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: 07/03/23	07/09/23	-----1-		1				\$240.00		3.00			
N 11	WHAS	07/03/23	07/09/23	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: 07/03/23	07/09/23	-----1		1				\$500.00		3.60			
N 12	WHAS	07/03/23	07/12/23	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: 07/03/23	07/09/23	----1--		1				\$120.00		0.70			
		Week: 07/10/23	07/16/23	111----		3				\$120.00		0.70			
N 13	WHAS	07/03/23	07/13/23	ET 7-730p ENTERTAINMENT TONIGH	CM	7:00 PM-7:30 PM	----1--	:30	1	\$500.00	P02	2.40	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: 07/03/23	07/09/23	----1--		1				\$500.00		2.40			
		Week: 07/10/23	07/16/23	--11---		2				\$500.00		2.40			
N 14	WHAS	07/03/23	07/11/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	----1--	:30	1	\$500.00	P02	2.40	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>			

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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: 07/03/23	07/09/23	----1--		1				\$500.00		2.40			
		Week: 07/10/23	07/16/23	11-----		2				\$500.00		2.40			
N15	WHAS	07/03/23	07/08/23	ET 7-8p Sa ENTERTAINMENT TONIGH	CM	7-8p	-----1-	:30	1	\$200.00	P02	1.40	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: 07/03/23	07/09/23	-----1-		1				\$200.00		1.40			
N16	WHAS	07/10/23	07/10/23	Mon Prime A CLAIM TO FAME	CM	8-9p	1-----	:30	1	\$650.00	P02	2.30	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: 07/10/23	07/16/23	1-----		1				\$650.00		2.30			
N17	WHAS	07/10/23	07/11/23	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: 07/10/23	07/16/23	-1-----		1				\$800.00		2.40			
N18	WHAS	07/10/23	07/11/23	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: 07/10/23	07/16/23	-1-----		1				\$650.00		2.50			
N19	WHAS	07/10/23	07/13/23	Thu Prime A PRESS YOUR LUCK	CM	8-9p	---1---	:30	1	\$800.00	P02	2.30	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: 07/10/23	07/16/23	---1---		1				\$800.00		2.30			
N20	WHAS	07/10/23	07/13/23	Thu Prime B GENERATION GAP	CM	9-10p	---1---	:30	1	\$750.00	P02	4.10	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: 07/10/23	07/16/23	---1---		1				\$750.00		4.10			
N21	WHAS	07/10/23	07/13/23	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: 07/10/23	07/16/23	---1---		1				\$750.00		1.80			
N22	WHAS	07/03/23	07/07/23	Fri Prime A SHARK TANK ENC	CM	8:00 PM-9:00 PM	----1--	:30	1	\$750.00	P02	1.90	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		1.90			
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	\$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		1.70			
N24	WHAS	07/03/23	07/08/23	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: 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
		<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				\$350.00		1.10			
N26	WHAS	07/03/23	07/08/23	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: 07/03/23	07/09/23	-----1-		1				\$350.00		0.90			
N27	WHAS	07/03/23	07/09/23	Sun Prime A AMERICAS FUNNIESTHO	CM	7:00 PM-8:00 PM	-----1	:30	1	\$750.00	P02	3.10	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		3.10			

Totals 51 \$18,870.00