

# ORDER

**Orders**  
**Order / Rev:** 2749665  
**Alt Order #:** Manual  
**Product Desc:** Statewide Kentucky 8/11-8/17  
**Estimate:** 811817  
**Flight Dates:** 08/11/23 - 08/17/23  
**Original Date / Rev:** 08/01/23 / 08/01/23  
**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
07/31/23	08/17/23	48	\$20,980.00	\$17,833.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	48	\$20,980.00	\$17,833.00	0.00
<b>Totals</b>	<b>48</b>	<b>\$20,980.00</b>	<b>\$17,833.00</b>	<b>0.00</b>

**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	08/13/23	08/13/23	Sun Prime B Prank Panel, The	CM	8-9p	-----S	:30	1	\$1,200.00	P02	0.00	NM	1	\$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: 08/07/23	08/13/23	-----S		1				\$1,200.00		0.00			
N 2	WHAS	08/11/23	08/17/23	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	--WTF--	:30	1	\$350.00	P02	0.00	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: 08/07/23	08/13/23	----F--		1				\$350.00		0.00			
		Week: 08/14/23	08/20/23	--WT---		2				\$350.00		0.00			
N 3	WHAS	08/11/23	08/16/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M-W-F--	:30	1	\$450.00	P02	0.00	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: 08/07/23	08/13/23	----F--		1				\$450.00		0.00			
		Week: 08/14/23	08/20/23	M-W----		2				\$450.00		0.00			
N 4	WHAS	08/12/23	08/12/23	ET 7-8p Sa ET 7-8p Sa	CM	7-8p	-----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: 08/07/23	08/13/23	-----S-		1				\$200.00		0.00			
N 5	WHAS	08/11/23	08/17/23	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	--WTF--	:30	1	\$400.00	P02	0.00	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: 08/07/23	08/13/23	----F--		1				\$400.00		0.00			

Order / Rev: 2749665  
 Alt Order #: Manual  
 Flight Dates: 08/11/23 - 08/17/23

Advertiser: ISS/ Kentucky Values  
 Product Desc: Statewide Kentucky 8/11-8/17  
 Estimate: 811817  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHAS	08/14/23	08/14/23	Mon Prime C Mon Prime C	CM	10-11p	M-----	: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: 08/14/23	08/20/23	--WT---		2				\$400.00		0.00			
N 7	WHAS	08/11/23	08/17/23	Local News @ 4p M-F Local News @ 4p M-F	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	: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: 08/14/23	08/20/23	M-----		1				\$650.00		0.00			
		Week: 08/07/23	08/13/23	----F--		1				\$180.00		0.00			
		Week: 08/14/23	08/20/23	MTWT---		4				\$180.00		0.00			
N 8	WHAS	08/13/23	08/13/23	Local News @ 630p Su Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$500.00	P02	0.00	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: 08/07/23	08/13/23	-----S		1				\$500.00		0.00			
N 9	WHAS	08/11/23	08/11/23	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: 08/07/23	08/13/23	----F--		1				\$650.00		0.00			
N 10	WHAS	08/11/23	08/17/23	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	M-WTF--	: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: 08/07/23	08/13/23	----F--		1				\$120.00		0.00			
		Week: 08/14/23	08/20/23	M-WT---		3				\$120.00		0.00			
N 11	WHAS	08/12/23	08/12/23	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: 08/07/23	08/13/23	-----S-		1				\$350.00		0.00			
N 12	WHAS	08/11/23	08/15/23	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: 08/07/23	08/13/23	----F--		1				\$500.00		0.00			
		Week: 08/14/23	08/20/23	MT-----		2				\$500.00		0.00			
N 13	WHAS	08/17/23	08/17/23	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: 08/14/23	08/20/23	---T---		1				\$800.00		0.00			
N 14	WHAS	08/12/23	08/12/23	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: 08/07/23	08/13/23	-----S-		1				\$240.00		0.00			
N 15	WHAS	08/17/23	08/17/23	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: 08/14/23	08/20/23	---T---		1				\$750.00		0.00			
N 16	WHAS	08/13/23	08/13/23	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: 08/07/23	08/13/23	-----S		1				\$750.00		0.00			
N 17	WHAS	08/11/23	08/16/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	M-WF--	:30	1	\$180.00	P02	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/23	08/13/23	----F--		1				\$180.00		0.00			
		Week: 08/14/23	08/20/23	M-W----		2				\$180.00		0.00			
N 18	WHAS	08/13/23	08/13/23	Sun Prime C Celebrity Family Feud	CM	9-10p	-----S	:30	1	\$1,400.00	P02	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/23	08/13/23	-----S		1				\$1,400.00		0.00			
N 19	WHAS	08/13/23	08/13/23		CM	10-11p	-----S	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00

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 Estimate: 811817  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Prime D The \$100,000 Pyramid											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/23	08/13/23	-----S		1				\$1,200.00		0.00			
N20	WHAS	08/15/23	08/15/23	Tue Prime B Abbott/Not Dead	CM	9-10p	-T-----	: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:		08/14/23	08/20/23	-T-----		1				\$650.00		0.00			
N21	WHAS	08/11/23	08/16/23	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-W-F--	:30	1	\$325.00	P02	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/23	08/13/23	----F--		1				\$325.00		0.00			
Week:		08/14/23	08/20/23	M-W----		2				\$325.00		0.00			
N22	WHAS	08/15/23	08/15/23	Tue Prime C Tue Prime C	CM	10-11p	-T-----	: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:		08/14/23	08/20/23	-T-----		1				\$650.00		0.00			
N23	WHAS	08/16/23	08/16/23	Wed Prime A Judge Steve Harvey	CM	8-9p	--W----	:30	1	\$1,200.00	P02	0.00	NM	1	\$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:		08/14/23	08/20/23	--W----		1				\$1,200.00		0.00			
N24	WHAS	08/16/23	08/16/23	Wed Prime B Wonder Years/ Abbott	CM	9-10p	--W----	:30	1	\$875.00	P02	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/14/23	08/20/23	--W----		1				\$875.00		0.00			
N25	WHAS	08/13/23	08/13/23	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:		08/07/23	08/13/23	-----S		1				\$200.00		0.00			
N26	WHAS	08/12/23	08/12/23	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:		08/07/23	08/13/23	-----S-		1				\$180.00		0.00			
N27	WHAS	08/11/23	08/17/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	-TF--	:30	1	\$180.00	P02	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/23	08/13/23	----F--		1				\$180.00		0.00			
Week:		08/14/23	08/20/23	M-T---		2				\$180.00		0.00			
<b>Totals</b>													<b>48</b>	<b>\$20,980.00</b>	