

ORDER

Orders
Order / Rev: 2696206
Alt Order #: WOC14113113
Product Desc: TV
Estimate: 2220
Flight Dates: 04/26/23 - 05/16/23
Original Date / Rev: 04/24/23 / 05/01/23
Order Type: General

WHAS
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Medium Buying LLC / POL
Buying Contact: _____
Billing Contact: _____
815 Grandview Ave Ste 600
Columbus, OH 43215

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/ Heath & Metcalf / R / Ag Comm /
Demographic: A50+
Product Codes: PL-Candidate: State Agriculture
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate
Priority: P04

New Business End: _____
Advertiser External ID: M215932
Agency External ID: 39784AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/23	04/30/23	41	\$6,130.00	\$5,210.50
05/01/23	05/16/23	147	\$25,330.00	\$21,530.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	41	\$6,130.00	\$5,210.50	0.00
May 2023	147	\$25,330.00	\$21,530.50	0.00
Totals	188	\$31,460.00	\$26,741.00	0.00

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%	\$31,460.00
Market	100%	\$262,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$230,706.67
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	04/26/23	05/16/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	MTWTF--	:30	5	\$80.00	P04	0.00	NM	15	\$1,200.00
		<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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Advertiser: POL/ Heath & Metcalf / R / Ag Comm / T
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 Estimate: 2220
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/26/23	05/13/23	Local News @ 6a Sa	CM	6:00 AM-7:00 AM	-----S-	:30	1	\$40.00	P03	0.00	NM	3	\$120.00
				GMK WEEKEND 6-7A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--		5				\$80.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF--		5				\$80.00		0.00			
		Week: 05/10/23	05/16/23	MTWTF--		5				\$80.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WHAS	05/03/23-05/09/23	Local News @ 6a Sa		6:00 AM-7:00 AM	-----Sa--	:30		(\$40.00)		0.00	NM		
				See MG 2.4											
				[Program Change]											
	4	WHAS	05/13/23-05/13/23	Local News @ 6a Sa		6:00 AM-7:00 AM	-----Sa--	:30		\$40.00		0.00	NM		
				MG for 2.2 05/06											
		Week: 05/10/23	05/16/23	-----S-		1				\$40.00		0.00			
N 3	WHAS	04/26/23	05/14/23	ROS EM (Su) 6-8a	CM	6:00 AM-8:00 AM	-----S	:30	1	\$30.00	P03	0.00	NM	3	\$90.00
				GMK WEEKEND 6-8A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S		1				\$30.00		0.00			
		Week: 05/03/23	05/09/23	-----S		1				\$30.00		0.00			
		Week: 05/10/23	05/16/23	-----S		1				\$30.00		0.00			
N 4	WHAS	04/26/23	05/16/23	Good Morning America	CM	7-9a	MTWTF--	:30	10	\$120.00	P04	0.00	NM	30	\$3,600.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--		10				\$120.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF--		10				\$120.00		0.00			
		Week: 05/10/23	05/16/23	MTWTF--		10				\$120.00		0.00			
N 5	WHAS	04/26/23	05/13/23	Good Morning America	CM	7-9a	-----S-	:30	2	\$90.00	P03	0.00	NM	4	\$360.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S-		2				\$90.00		0.00			
		Week: 05/03/23	05/09/23	-----S-		0				\$90.00		0.00			
		Week: 05/10/23	05/16/23	-----S-		2				\$90.00		0.00			
N 6	WHAS	04/26/23	05/14/23	Good Morning America	CM	8-9a	-----S	:30	1	\$100.00	P03	0.00	NM	3	\$300.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S		1				\$100.00		0.00			
		Week: 05/03/23	05/09/23	-----S		1				\$100.00		0.00			
		Week: 05/10/23	05/16/23	-----S		1				\$100.00		0.00			
N 7	WHAS	04/26/23	05/13/23	Local News @ 9a Sa	CM	9-10a	-----S-	:30	1	\$90.00	P03	0.00	NM	2	\$180.00
				GMK WEEKEND 9-10A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S-		1				\$90.00		0.00			
		Week: 05/03/23	05/09/23	-----S-		0				\$90.00		0.00			
		Week: 05/10/23	05/16/23	-----S-		1				\$90.00		0.00			
N 8	WHAS	04/26/23	05/13/23	Big Blue Nat. 10-1030a	CM	10-1030a	-----S-	:30	1	\$150.00	P04	0.00	NM	3	\$450.00
				BBN-TV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S-		1				\$150.00		0.00			
		Week: 05/03/23	05/09/23	-----S-		1				\$150.00		0.00			
		Week: 05/10/23	05/16/23	-----S-		1				\$150.00		0.00			
N 9	WHAS	04/26/23	05/09/23	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	5	\$50.00	P04	0.00	NM	10	\$500.00
				WHAS11 NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--		5				\$50.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF--		5				\$50.00		0.00			
N 10	WHAS	04/26/23	05/16/23	Local News @ 4p M-F	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$50.00	P04	0.00	NM	15	\$750.00
				WHAS11 NEWS @ 4P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--		5				\$50.00		0.00			

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N11	WHAS	04/26/23	05/16/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	MTWTF--	:30	5	\$130.00	P04	0.00	NM	15	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/23	05/09/23	MTWTF--					5	\$50.00		0.00			
		Week: 05/10/23	05/16/23	MTWTF--					5	\$50.00		0.00			
N12	WHAS	04/26/23	05/16/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	MTWTF--	:30	5	\$140.00	P04	0.00	NM	15	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--					5	\$130.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF--					5	\$130.00		0.00			
		Week: 05/10/23	05/16/23	M-WTF--					5	\$130.00		0.00			
N13	WHAS	04/26/23	05/16/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MTWTF--	:30	5	\$250.00	P03	0.00	NM	15	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--					5	\$250.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF--					5	\$250.00		0.00			
		Week: 05/10/23	05/16/23	M-WTF--					5	\$250.00		0.00			
N14	WHAS	04/26/23	05/13/23	ABC World News Sa ABC WORLD NEWS SAT 6P	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$500.00	P04	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S-					0	\$500.00		0.00			
		Week: 05/03/23	05/09/23	-----S-					1	\$500.00		0.00			
		Week: 05/10/23	05/16/23	-----S-					1	\$500.00		0.00			
N15	WHAS	04/26/23	05/14/23	ABC World News Su ABC WORLD NEWS SUN 6P	CM	6-630p	-----S	:30	1	\$600.00	P04	0.00	NM	4	\$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: 04/26/23	05/02/23	-----S					1	\$600.00		0.00			
		<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WHAS 04/26/23-05/02/23 ABC World News Su 6-630p -----Su :30 (\$600.00) 0.00 NM See MG 15.4,15.5 [Recon Preempt-Other: DNA- NBA Overrun]													
		4 WHAS 05/04/23-05/04/23 Thu Prime A 8-9p ---Th----- :30 \$500.00 0.00 NM Ⓜ MG for 15.1 04/30													
		5 WHAS 05/05/23-05/05/23 Local News Special 2:58 PM-4:00 PM 2:58 PM-4:00 PM -----F----- :30 \$100.00 0.00 NM Ⓜ MG for 15.1 04/30													
		Week: 05/03/23	05/09/23	-----S					1	\$600.00		0.00			
		Week: 05/10/23	05/16/23	-----S					1	\$600.00		0.00			
N16	WHAS	04/26/23	05/16/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	MTWTF--	:30	5	\$600.00	P04	0.00	NM	14	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTWTF--					5	\$600.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF--					5	\$600.00		0.00			
		Week: 05/10/23	05/16/23	M-WTF--					4	\$600.00		0.00			
N17	WHAS	04/26/23	05/13/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	-----S-	:30	1	\$120.00	P03	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S-					0	\$120.00		0.00			
		Week: 05/03/23	05/09/23	-----S-					2	\$120.00		0.00			
		Week: 05/10/23	05/16/23	-----S-					1	\$120.00		0.00			
N18	WHAS	04/26/23	05/14/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----S	:30	1	\$250.00	P03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S					1	\$250.00		0.00			
		Week: 05/03/23	05/09/23	-----S					1	\$250.00		0.00			
		Week: 05/10/23	05/16/23	-----S					1	\$250.00		0.00			
N19	WHAS	04/26/23	05/13/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----S-	:30	1	\$90.00	P04	0.00	NM	3	\$270.00

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 Estimate: 2220
WHAS

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N20	WHAS	04/26/23	05/15/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	MTWTF-S	:30	6	\$120.00	P04	0.00	NM	16	\$1,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S-					1	\$90.00		0.00			
		Week: 05/03/23	05/09/23	-----S-					1	\$90.00		0.00			
		Week: 05/10/23	05/16/23	-----S-					1	\$90.00		0.00			
N21	WHAS	05/08/23	05/12/23	ET 7-730p ET 7-730p	CM	7-730p	MTWTF--	:30	2	\$250.00	P03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MTW--S					4	\$120.00		0.00			
		Week: 05/03/23	05/09/23	MTWTF-S					6	\$120.00		0.00			
		Week: 05/10/23	05/16/23	M-WTF-S					6	\$120.00		0.00			
N22	WHAS	04/30/23	04/30/23	This Week Su This Week Su	CM	9-10a	-----S	:30	1	\$100.00	P04	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	-----S					1	\$100.00		0.00			
N23	WHAS	05/01/23	05/05/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	3	\$90.00	P03	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	MT-----					2	\$90.00		0.00			
		Week: 05/03/23	05/09/23	--WTF--					1	\$90.00		0.00			
N24	WHAS	04/27/23	04/28/23	Local News @ 11p M-F Local News @ 11p M-F DB	DM	Various	---TF--	:30	2	\$120.00	P04	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/23	05/02/23	---TF--					2	\$120.00		0.00			
N25	WHAS	05/08/23	05/12/23	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	2	\$250.00	P03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/23	05/09/23	MT-----					1	\$250.00		0.00			
		Week: 05/10/23	05/16/23	--WTF--					1	\$250.00		0.00			
Totals													188	\$31,460.00	