

# ORDER

**Orders**  
**Order / Rev:** 2696498  
**Alt Order #:** WOC14113135  
**Product Desc:** TV  
**Estimate:** 2221  
**Flight Dates:** 05/03/23 - 05/16/23  
**Original Date / Rev:** 04/25/23 / 05/03/23  
**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/ Ryan Quarles / R / Governor / KY  
**Demographic:** A35+  
**Product Codes:** PL-Candidate: State Governor (LUR)  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** M215938  
**Agency External ID:** 39784AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/23	05/16/23	59	\$8,935.00	\$7,594.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	59	\$8,935.00	\$7,594.75	0.00
<b>Totals</b>	<b>59</b>	<b>\$8,935.00</b>	<b>\$7,594.75</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%

**Order Share**

	Share	Total
WHAS	12%	\$8,935.00
Market	100%	\$74,458.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$65,523.33
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	05/10/23	05/15/23	BBN Tonight 135-205a	CM	135-205a	M-WTF--	:30	1	\$10.00	P04	0.00	NM	1	\$10.00
				BBN TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/10/23	05/16/23	M-WTF--	1	\$10.00	0.00								

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 Product Desc: TV  
 Estimate: 2221  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	05/10/23	05/13/23	iCrimes 105-205a Sa	CM	105-205a	-----S-	:30	1	\$15.00	P04	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/23	05/16/23	M-WTF--		1				\$10.00		0.00			
		ICRIME WITH ELIZABETH VAR													
N 3	WHAS	05/10/23	05/14/23	ROS EM (Su) 6-8a	CM	6-8a	-----S	:30	1	\$30.00	P03	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$15.00		0.00			
		GMK WEEKEND 6-8A													
N 4	WHAS	05/10/23	05/13/23	Local News @ 6a Sa	CM	6-7a	-----S-	:30	1	\$40.00	P03	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$30.00		0.00			
		GMK WEEKEND 6-7A													
N 5	WHAS	05/03/23	05/16/23	Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	2	\$50.00	P04	0.00	NM	9	\$1,300.00
		<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--		2				\$50.00		0.00			
		WHAS11 NEWS @ 4P													
		<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 @ 4p M-F	4-5p	MTWThF----	:30		<del>(\$50.00)</del>		0.00	NM		
		See MG 5.6,5.7,5.8,5.9,5.10													
		6	WHAS	05/08/23-05/12/23	Local News @ 4p M-F	4-5p	MTWThF----	:30		\$50.00		0.00	NM		
		Ⓜ MG for 9.1,14.2,21.2,22.1,5.2													
		7	WHAS	05/08/23-05/12/23	ABC World News	630-7p	MTWThF----	:30		\$600.00		0.00	NM		
		Ⓜ MG for 9.1,14.2,21.2,22.1,5.2													
		8	WHAS	05/08/23-05/12/23	Local News @ 6p M-F	6-630p	MTWThF----	:30		\$250.00		0.00	NM		
		Ⓜ MG for 9.1,14.2,21.2,22.1,5.2													
		9	WHAS	05/08/23-05/12/23	Local News @ 6a M-F	6-7a	MTWThF----	:30		\$80.00		0.00	NM		
		Ⓜ MG for 9.1,14.2,21.2,22.1,5.2													
		10	WHAS	05/08/23-05/12/23	Good Morning America	7-9a	MTWThF----	:30		\$120.00		0.00	NM		
		Ⓜ MG for 9.1,14.2,21.2,22.1,5.2													
		Week: 05/10/23	05/16/23	MTWTF--		3				\$50.00		0.00			
N 6	WHAS	05/03/23	05/16/23	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	2	\$50.00	P04	0.00	NM	5	\$250.00
		<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--		2				\$50.00		0.00			
		Week: 05/10/23	05/16/23	MTWTF--		3				\$50.00		0.00			
		WHAS11 NEWS AT NOON													
N 7	WHAS	05/10/23	05/15/23	Jimmy Kimmel	CM	1135p-1237a	M-WTF--	:30	1	\$60.00	P03	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/23	05/16/23	M-WTF--		1				\$60.00		0.00			
		JIMMY KIMMEL													
N 8	WHAS	05/10/23	05/16/23	General Hospital	CM	2-3p	MTWTF--	:30	1	\$70.00	P04	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/23	05/16/23	MTWTF--		1				\$70.00		0.00			
		GENERAL HOSPITAL													
N 9	WHAS	05/03/23	05/16/23	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	2	\$80.00	P04	0.00	NM	4	\$320.00
		<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--		2				\$80.00		0.00			
		GMK @ 6A													
		<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	05/03/23-05/09/23	Local News @ 6a M-F	6-7a	MTWThF----	:30		<del>(\$80.00)</del>		0.00	NM		
		See MG 5.6,5.7,5.8,5.9,5.10													
		Week: 05/10/23	05/16/23	MTWTF--		3				\$80.00		0.00			
N 10	WHAS	05/10/23	05/13/23	Good Morning America	CM	7-9a	-----S-	:30	1	\$90.00	P03	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$90.00		0.00			
		GOOD MORNING AMERICA													
N 11	WHAS	05/10/23	05/13/23	Local News @ 9a Sa	CM	9-10a	-----S-	:30	1	\$90.00	P03	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$90.00		0.00			
		GMK WEEKEND 9-10A													

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N 12	WHAS	05/10/23	05/13/23	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$90.00	P04	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$90.00		0.00			
		WHAS11 NEWS AT 11 SAT													
N 13	WHAS	05/10/23	05/14/23	Good Morning America	CM	8-9a	-----S	:30	1	\$100.00	P03	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: 05/08/23	05/14/23	-----S-		1				\$90.00		0.00			
		GOOD MORNING AMERICA													
N 14	WHAS	05/03/23	05/16/23	Good Morning America	CM	7-9a	MTWTF--	:30	2	\$120.00	P04	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: 05/08/23	05/14/23	-----S		1				\$100.00		0.00			
		<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--		2				\$120.00		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	Good Morning America	7-9a	MTWThF----	:30		<del>(\$120.00)</del>		0.00	NM		
		See MG 5.6,5.7,5.8,5.9,5.10													
		Week: 05/10/23	05/16/23	MTWTF--		3				\$120.00		0.00			
N 15	WHAS	05/10/23	05/13/23	Local News @ 630p Sa	CM	630-7p	-----S-	:30	1	\$120.00	P03	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$120.00		0.00			
N 16	WHAS	05/10/23	05/15/23	LN (M-Su)	CM	11-1135p	M-WTF-S	:30	6	\$120.00	P04	0.00	NM	6	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/23	05/16/23	M-WTF-S		6				\$120.00		0.00			
		WHAS11 NEWS AT 11 M-F/SU													
N 17	WHAS	05/03/23	05/16/23	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	2	\$130.00	P04	0.00	NM	5	\$650.00
		<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--		2				\$130.00		0.00			
		Week: 05/10/23	05/16/23	MTWTF--		3				\$130.00		0.00			
		WHAS11 NEWS @ 5p													
N 18	WHAS	05/03/23	05/15/23	Local News @ 530p M-FCM	CM	530-6p	MTWTF--	:30	2	\$140.00	P04	0.00	NM	5	\$700.00
		<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--		2				\$140.00		0.00			
		Week: 05/10/23	05/16/23	M-WTF--		3				\$140.00		0.00			
		WHAS11 NEWS @ 530P													
N 19	WHAS	05/10/23	05/13/23	Big Blue Nat. 10-1030a	CM	10-1030a	-----S-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$150.00		0.00			
		BBN-TV													
N 20	WHAS	05/10/23	05/14/23	Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S		1				\$250.00		0.00			
		WHAS11 NEWS SUNDAY													
N 21	WHAS	05/03/23	05/15/23	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	2	\$250.00	P03	0.00	NM	4	\$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: 05/03/23	05/09/23	MTWTF--		2				\$250.00		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 @ 6p M-F	6-630p	MTWThF----	:30		<del>(\$250.00)</del>		0.00	NM		
		See MG 5.6,5.7,5.8,5.9,5.10													
		Week: 05/10/23	05/16/23	M-WTF--		3				\$250.00		0.00			
N 22	WHAS	05/03/23	05/15/23	ABC World News	CM	630-7p	MTWTF--	:30	2	\$600.00	P04	0.00	NM	4	\$2,400.00
		<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--		2				\$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	05/03/23-05/09/23	ABC World News	630-7p	MTWThF----	:30		<del>(\$600.00)</del>		0.00	NM		
		See MG 5.6,5.7,5.8,5.9,5.10													

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/23	05/16/23	M-WTF--					3	\$600.00		0.00			
													Totals	59	\$8,935.00