ORDER

Orders	Order / Rev:	2696498		
	Alt Order #:	WOC14113135		
	Product Desc:	TV		
	Estimate:	2221		WHAS
	Flight Dates:	05/03/23 - 05/16/23	Primary AE:	Taylor Fritsch
	Original Date / Rev:	04/25/23 / 05/03/23	Sales Office:	TSWAS
	Order Type:	General	Sales Region:	NAT
Agency	Name:	Medium Buying LLC / POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		815 Grandview Ave Ste 600	Billing Cycle:	EOM/EOC
		Columbus, OH 43215	Agency Commission:	15%
Advertiser	Name:	POL/ Ryan Quarles / R / Governor / KY		
	Demographic:	A35+	New Business End:	
	Product Codes:	PL-Candidate: State Governor (LUR)	Advertiser External ID:	M215938
	Revenue Code 1:	AGY	Agency External ID:	39784AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Candidate	Order Separation:	00:15:00
	Priority:	P04		

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
Totals	59	\$8.935.00	\$7.594.75	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%	\$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 Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	N 1	WHAS	05/10/23	05/15/23	BBN Tonight 135-209 BBN TONIGHT	5a CM	135-205a		M- WTF	:30	1	\$10.00 P04	0.00 NM	1	\$10.00
	W	Sta /eek: 05/		End Date 05/16/23	Weekdays Sp M- WTF	oots/Week 1	Rate \$10.00	Rat 0	<u>ing</u>).00						

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Order / Rev: 2696498 Advertiser: POL/ Ryan Quarles / R / Governor / KY

Weekdays

MTWTF-

MTWTF--

Weekdays

Local News @ 9a Sa

GMK WEEKEND 9-10A

---S-

Good Morning America SCM

GOOD MORNING AMERICA

Description

Spots/Week

Spots/Week

CM

2

6-7a

Start Date

Ch Date Range

N10 WHAS 05/10/23 05/13/23

N11 WHAS 05/10/23 05/13/23

Start Date

Week: 05/03/23

Week: 05/10/23

Week: 05/08/23

Spot

End Date

05/09/23

05/16/23

End Date

05/14/23

See MG 5.6,5.7,5.8,5.9,5.10

NHAS 05/03/23-05/09/23 Local News @ 6a M-F

Alt Order #: WOC14113135 Product Desc: TV WHAS

Flight Dates: 05/03/23 - 05/16/23 Estimate: 2221

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

Rating

0.00

0.00

Rating

0.00

---S-

- - - - S-

Length

1

:30

Rate Rtg Type

0.00 NM

0.00 NM

0.00 NM

\$90.00

\$90.00

1

(\$80.00)

\$90.00 P03

\$90.00 P03

Weekdays

MTWThF--

:30

:30

Rate

\$80.00

\$80.00

Rate

\$90.00

Start/End Time

7-9a

9-10a

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Order / Rev: 2696498 Advertiser: POL/ Ryan Quarles / R / Governor / KY

See MG 5.6,5.7,5.8,5.9,5.10

Alt Order #: WOC14113135 Product Desc: TV WHAS

Flight Dates: 05/03/23 - 05/16/23 Estimate: 2221

	tart End	Inventory Code		Start/End		Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Da Week: 05/08/2			Spots/Week 1	Rate \$90.00	Rating 0.00						
N12 WHAS 05	/10/23 05/13/2	23 Local News @ 1 WHAS11 NEWS		11-1135p	S	i- :30	1	\$90.00 P04	0.00 NM	1	\$90.00
Start Da Week: 05/08/2			Spots/Week 1	Rate \$90.00	Rating 0.00						
N13 WHAS 05			merica S M	8-9a		S :30	1 \$	\$100.00 P03	0.00 NM	1	\$100.00
Start Da Week: 05/08/2			Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00					<u> </u>	
N14 WHAS 05		GOOD MORNIN		7-9a	МГЖГБ-	- :30	2 \$	\$120.00 P04	0.00 NM	4	\$480.00
Start Da Week: 05/03/2			Spots/Week 2	Rate \$120.00	Rating 0.00						
Spot Ch Dat	e Range	Description	Start	/End Time		Weekdays	Lengtl		Rtg Type		
	03/23-05/09/2. G 5.6,5.7,5.8,5	3 Good Morning Ame .9,5.10	erica 7-9a			MTWThF	- :30) (\$120.00)	0.00 NM	i	
Week: 05/10/2	23 05/16/23	MTWTF	3	\$120.00	0.00					ĺ	
		23 Local News @ 63 WHAS11 NEWS	6:30p	630-7p	S	S- :30	1 \$	\$120.00 P03	0.00 NM	1	\$120.00
Start Da Week: 05/08/2	_		Spots/Week 1	Rate \$120.00	Rating 0.00						
N16 WHAS 05			CM S AT 11 M-F/SU	11-1135p	М- WГF-	S :30	6 \$	\$120.00 P04	0.00 NM	6	\$720.00
Start Da Week: 05/10/2			Spots/Week 6	Rate \$120.00	Rating 0.00						
N17 WHAS 05			p M-F CM	5-530p	МГЖГБ-	- :30	2 \$	\$130.00 P04	0.00 NM	5	\$650.00
Start Da			Spots/Week	Rate	Rating						
Week: 05/03/2 Week: 05/10/2			2	\$130.00 \$130.00	0.00 0.00					İ	
N18 WHAS 05	/03/23 05/15/2	23 Local News @ 53 WHAS11 NEWS	•	530-6p	МГЖГБ-	- :30	2 \$	\$140.00 P04	0.00 NM	5	\$700.00
Start Da Week: 05/03/2			Spots/Week 2	Rate \$140.00	Rating 0.00						
Week: 05/10/2			3	\$140.00	0.00					İ	
N19 WHAS 05,		BBN-TV	-1030a S M	10-1030a	S	:30	1 \$	\$150.00 P04	0.00 NM	1	\$150.00
Start Da Week: 05/08/2			Spots/Week 1	Rate \$150.00	Rating 0.00						
N20 WHAS 05	/10/23 05/14/2	23 Local News @ 63 WHAS11 NEWS		630-7p		S :30	1 \$	\$250.00 P03	0.00 NM	1	\$250.00
Start Da Week: 05/08/2			Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
		23 Local News @ 6 WHAS11 NEWS		6-630p	МГЖГБ-	- :30	2 \$	\$250.00 P03	0.00 NM	4	\$1,000.00
Start Da Week: 05/03/2			Spots/Week 2	Rate \$250.00	Rating 0.00						
2 NHAS 05/		Description Local News @ 6p N		/End Time 0p		Weekdays MTWThF	Lengtl 30:	<u>h</u> <u>Rate</u> 0 (\$250.00)	Rtg Type 0.00 NM		
See Mo Week: 05/10/2	G 5.6,5.7,5.8,5 23 05/16/2:		3	\$250.00	0.00						
		23 ABC World News	s CM	630-7p	МГЖГБ-	- :30	2 \$	\$600.00 P04	0.00 NM	4	\$2,400.00
Start Da		e Weekdays	Spots/Week	Rate	Rating						
Week: 05/03/2 Spot Ch Dat	23 05/09/23 <u>e Range</u>	B MTWTF Description	2 Start	\$600.00 End Time	0.00	Weekdays	Lengtl	h Rate	Rtg Type		
	03/23-05/09/2 3 5 6 5 7 5 8 5	ABC World News	630-	7p		MTWThF		(\$60 0.00)	0.00 NM		

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WHAS

 Order / Rev:
 2696498
 Advertiser:
 POL/ Ryan Quarles / R / Governor / KY

Alt Order #: WOC14113135 Product Desc: TV

Flight Dates: 05/03/23 - 05/16/23 Estimate: 2221

Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End Days Len Spots Amount End Date Start Date Weekdays Spots/Week Rating Rate 05/16/23 M- WTF- -0.00 Week: 05/10/23 \$600.00 3

Totals 59 \$8,935.00