

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 / 04/25/23
 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
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	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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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: 05/10/23	05/16/23	M-WTF--		1				\$10.00		0.00			
N 2	WHAS	05/10/23	05/13/23	iCrimes 105-205a Sa ICRIME WITH ELIZABETH VAR	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: 05/08/23	05/14/23	-----S-		1				\$15.00		0.00			
N 3	WHAS	05/10/23	05/14/23	ROS EM (Su) 6-8a GMK WEEKEND 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				\$30.00		0.00			
N 4	WHAS	05/10/23	05/13/23	Local News @ 6a Sa GMK WEEKEND 6-7A	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				\$40.00		0.00			
N 5	WHAS	05/03/23	05/16/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	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			
N 6	WHAS	05/03/23	05/16/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	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			
N 7	WHAS	05/10/23	05/15/23	Jimmy Kimmel 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			
N 8	WHAS	05/10/23	05/16/23	General Hospital 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			
N 9	WHAS	05/03/23	05/16/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	MTWTF--	:30	2	\$80.00	P04	0.00	NM	5	\$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				\$80.00		0.00			
		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 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			
N 11	WHAS	05/10/23	05/13/23	Local News @ 9a Sa GMK WEEKEND 9-10A	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			
N 12	WHAS	05/10/23	05/13/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----S-	:30	1	\$90.00	P04	0.00	NM	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			
N 13	WHAS	05/10/23	05/14/23	Good Morning America 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				\$100.00		0.00			
N 14	WHAS	05/03/23	05/16/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MTWTF--	:30	2	\$120.00	P04	0.00	NM	5	\$600.00
		<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			
		Week: 05/10/23	05/16/23	MTWTF--		3				\$120.00		0.00			
N 15	WHAS	05/10/23	05/13/23		CM	630-7p	-----S-	:30	1	\$120.00	P03	0.00	NM	1	\$120.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 630p Sa WHAS11 NEWS @ 6:30p											
		<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
				WHAS11 NEWS AT 11 M-F/SU											
		<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			
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
				WHAS11 NEWS @ 5p											
		<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			
N 18	WHAS	05/03/23	05/15/23	Local News @ 530p M-FCM		530-6p	MTWTF--	:30	2	\$140.00	P04	0.00	NM	5	\$700.00
				WHAS11 NEWS @ 530P											
		<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			
N 19	WHAS	05/10/23	05/13/23	Big Blue Nat. 10-1030a	SM	10-1030a	-----S-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
				BBN-TV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/08/23	05/14/23	-----S-					1	\$150.00		0.00			
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
				WHAS11 NEWS SUNDAY											
		<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			
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	5	\$1,250.00
				WHAS11 NEWS @ 6p											
		<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			
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	5	\$3,000.00
				ABC WORLD NEWS 630P											
		<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			
Week:		05/10/23	05/16/23	M-WTF--					3	\$600.00		0.00			
													Totals	59	\$8,935.00