

ORDER

Orders
Order / Rev: 2564526
 Alt Order #: WOC13828431
 Product Desc: Issue
 Estimate: 11749
 Flight Dates: 09/30/22 - 10/03/22
 Original Date / Rev: 09/29/22 / 09/29/22
 Order Type: General

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

Agency
Name: Stronger Than Communications / POL
 Buying Contact: _____
 Billing Contact: _____
1322 G Street SE
Washington, DC 20003

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

Advertiser
Name: ISS/ Protect Kentucky Access
 Demographic: A35+
 Product Codes: IS-Issue/Non Ballot
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Issue
 Priority: P04

New Business End: _____
 Advertiser External ID: M205443
 Agency External ID: M205441AG
 Unit Code: General
 Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/03/22	33	\$7,795.00	\$6,625.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	33	\$7,795.00	\$6,625.75	0.00
Totals	33	\$7,795.00	\$6,625.75	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	13%	\$7,795.00
Market	100%	\$59,961.54

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	87%	\$52,166.54
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	09/30/22	10/03/22	Local News @ 5a M-F GMK @ 5A	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	1---1--	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/22	10/06/22	1---1--		2				\$125.00		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:		09/30/22	10/06/22	1---1--	2	\$125.00	0.00								
N 2	WHAS	09/30/22	10/03/22	Local News @ 6a M-F GMK @ 6A	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	1---1--	:30	2	\$200.00	P02	0.00	NM	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:		09/30/22	10/06/22	1---1--	2	\$200.00	0.00								
N 3	WHAS	09/30/22	10/03/22	Good Morning America GOOD MORNING AMERICA	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	1---1--	:30	2	\$325.00	P02	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$325.00	0.00								
N 4	WHAS	09/30/22	10/01/22	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/26/22	10/02/22	-----1-	1	\$125.00	0.00								
N 5	WHAS	09/30/22	10/01/22	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/26/22	10/02/22	-----1-	1	\$125.00	0.00								
N 6	WHAS	09/30/22	10/01/22	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/26/22	10/02/22	-----1-	1	\$125.00	0.00								
N 7	WHAS	09/30/22	10/02/22	Local News @ 6a Su GMK WEEKEND 6-8A	CM	6-7a	-----1	:30	1	\$60.00	P02	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:		09/26/22	10/02/22	-----1	1	\$60.00	0.00								
N 8	WHAS	09/30/22	10/02/22	Local News @ 7a Su GMK WEEKEND 6-8A	CM	7-8a	-----1	:30	1	\$60.00	P02	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:		09/26/22	10/02/22	-----1	1	\$60.00	0.00								
N 9	WHAS	09/30/22	10/02/22	Good Morning America GOOD MORNING AMERICA	CM	8:00 AM-9:00 AM	-----1	:30	1	\$150.00	P02	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:		09/26/22	10/02/22	-----1	1	\$150.00	0.00								
N 10	WHAS	09/30/22	10/03/22	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	1---1--	:30	2	\$90.00	P02	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$90.00	0.00								
N 11	WHAS	09/30/22	10/03/22	The View THE VIEW	CM	11-12p	1---1--	:30	2	\$150.00	P02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$150.00	0.00								
N 12	WHAS	09/30/22	10/03/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p (12:00 PM-12:30 PM)	1---1--	:30	2	\$150.00	P02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$150.00	0.00								
N 13	WHAS	09/30/22	10/03/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p (12:30 PM-1:00 PM)	1---1--	:30	2	\$150.00	P02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$150.00	0.00								
N 14	WHAS	09/30/22	10/03/22	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p (4:00 PM-4:30 PM)	1---1--	:30	2	\$180.00	P02	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$180.00	0.00								
N 15	WHAS	09/30/22	10/03/22	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p (4:30 PM-5:00 PM)	1---1--	:30	2	\$180.00	P02	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/30/22	10/06/22	1---1--	2	\$180.00	0.00								
N 16	WHAS	09/30/22	10/03/22		CM	6-630p		:30	2	\$400.00	P02	0.00	NM	2	\$800.00

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				Local News @ 6p M-F			1---1--								
				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: 09/30/22	10/06/22	1---1--					2	\$400.00		0.00			
N 17	WHAS	09/30/22	10/03/22	ET 7-730p	CM	7-730p	1---1--	:30	2	\$400.00	P02	0.00	NM	2	\$800.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/22	10/06/22	1---1--					2	\$400.00		0.00			
N 18	WHAS	09/30/22	10/03/22	Inside Ed 730-8p	CM	730-8p	1---1--	:30	2	\$400.00	P02	0.00	NM	2	\$800.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/22	10/06/22	1---1--					2	\$400.00		0.00			
N 19	WHAS	09/30/22	10/03/22	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00
				THE BACHELOR IN PARADISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/22	10/06/22	1-----					1	\$1,275.00		0.00			
N 20	WHAS	09/30/22	10/01/22	Local News @ 11p Sa	CM	11-1135p	-----1-	:30	1	\$250.00	P02	0.00	NM	1	\$250.00
				WHAS11 NEWS AT 11 SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/22	10/02/22	-----1-					1	\$250.00		0.00			
N 21	WHAS	09/30/22	10/01/22	Inside Ed 1135p-1205a	CM	1135p-1205a	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/22	10/02/22	-----1-					1	\$125.00		0.00			
													Totals	33	\$7,795.00