

ORDER

Orders
Order / Rev: 2033035
Alt Order #: WOC12586235
Product Desc: TV
Estimate: 8519
Flight Dates: 06/30/20 - 07/20/20
Original Date / Rev: 06/29/20 / 07/06/20
Order Type: RFP

WHAS
Primary AE: Ben Stecker
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Waterfront Strategies / POL
Buying Contact: _____
Billing Contact: Amanda Adams
3050 K Street NW Suite 100
Washington, DC 20007

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

Advertiser
Name: ISS/ AFSCME
Demographic: A35+
Product Codes: IS-Issue/Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru: _____
Advertiser External ID: 135233
Agency External ID: 10957AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/01/20	06/30/20	4	\$1,250.00	\$1,062.50
07/01/20	07/20/20	43	\$13,400.00	\$11,390.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	4	\$1,250.00	\$1,062.50	0.00
July 2020	43	\$13,400.00	\$11,390.00	0.00
Totals	47	\$14,650.00	\$12,452.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	18%	\$14,650.00
Market	100%	\$81,388.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$66,738.89
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	All	06/30/20	07/20/20	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	2	\$175.00	P02	0.00	NM	5	\$875.00
				WHAS11 WAKE UP NEWS @ €											
(Program: WHAS11 WAKE UP NEWS @ 6A - Rate)															

Order / Rev: 2033035
 Alt Order #: WOC12586235
 Flight Dates: 06/30/20 - 07/20/20

Advertiser: ISS/ AFSCME
 Product Desc: TV
 Estimate: 8519

WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	06/30/20	07/11/20	Local News @ 9a Sa	CM	9-930a	-----S-	:30	1	\$125.00	P02	0.00	NM	2	\$250.00
WAKE UP WEEKEND 9-10A - F (Program: WAKE UP WEEKEND 9-10A - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/30/20	07/06/20	MTWTF--		2				\$175.00		0.00			
Week:		07/07/20	07/13/20	MTWTF--		2				\$175.00		0.00			
Week:		07/14/20	07/20/20	MTWTF--		1				\$175.00		0.00			
N 3	All	06/30/20	07/20/20	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$300.00	P02	0.00	NM	9	\$2,700.00
WHAS11 NEWS @ 5p - Rate (Program: WHAS11 NEWS @ 5p - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/30/20	07/06/20	-----S-		1				\$125.00		0.00			
Week:		07/07/20	07/13/20	-----S-		1				\$125.00		0.00			
N 4	All	06/30/20	07/20/20	Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	\$350.00	P02	0.00	NM	9	\$3,150.00
WHAS11 NEWS @ 530P - Rate (Program: WHAS11 NEWS @ 530P - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/30/20	07/06/20	MTWTF--		3				\$300.00		0.00			
Week:		07/07/20	07/13/20	MTWTF--		3				\$300.00		0.00			
Week:		07/14/20	07/20/20	MTWTF--		3				\$300.00		0.00			
N 5	All	06/30/20	07/20/20	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$350.00	P02	0.00	NM	9	\$3,150.00
WHAS11 NEWS @ 6 & 630p Su (Program: WHAS11 NEWS @ 6 & 630p Su-F - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/30/20	07/06/20	MTWTF--		3				\$350.00		0.00			
Week:		07/07/20	07/13/20	MTWTF--		3				\$350.00		0.00			
Week:		07/14/20	07/20/20	MTWTF--		3				\$350.00		0.00			
N 6	All	06/30/20	07/04/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	-----S-	:30	1	\$200.00	P01	0.00	NM	1	\$200.00
WHAS11 NEWS @ 6:30p - Rate(6:30 PM-7:00 PM) (Program: WHAS11 NEWS @ 6:30p - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-----S-		1				\$200.00		0.00			
N 7	All	06/30/20	07/05/20	Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$350.00	P02	0.00	NM	1	\$350.00
WHAS11 NEWS @ 630p - Rate (Program: WHAS11 NEWS @ 630p - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-----S		1				\$350.00		0.00			
N 8	All	06/30/20	07/20/20	Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	3	\$375.00	P02	0.00	NM	9	\$3,375.00
WHAS11 NEWS AT 11 M-F - Rate (Program: WHAS11 NEWS AT 11 M-F - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/30/20	07/06/20	MTWTF--		3				\$375.00		0.00			
Week:		07/07/20	07/13/20	MTWTF--		3				\$375.00		0.00			
Week:		07/14/20	07/20/20	MTWTF--		3				\$375.00		0.00			
N 9	All	06/30/20	07/05/20	Local News @ 11p Su	CM	11-1135p	-----S	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
WHAS11 NEWS AT 11 SU - Rate (Program: WHAS11 NEWS AT 11 SU - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-----S		1				\$375.00		0.00			
N 10	All	06/30/20	07/05/20	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$225.00	P02	0.00	NM	1	\$225.00
WHAS11 NEWS AT 11 SAT - Rate (Program: WHAS11 NEWS AT 11 SAT - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/30/20	07/06/20	-----S-		1				\$225.00		0.00			
Totals													47	\$14,650.00	