

ORDER

Orders
Order / Rev: 1989244
Alt Order #: WOC12487979
Product Desc: Issue
Estimate: 8510
Flight Dates: 10/20/20 - 10/26/20
Original Date / Rev: 04/22/20 / 04/22/20
Order Type: RFP

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

Agency
Name: Targeted Platform Media, LLC / POL
Buying Contact:
Billing Contact:
 1291 Hollywood Avenue
 Annapolis, MD 21403

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

Advertiser
Name: ISS/ Ditch Mitch
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Advertiser External ID: 188429
Agency External ID: 20383AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	54	\$32,575.00	\$27,688.75
10/26/20	10/26/20	13	\$8,825.00	\$7,501.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	54	\$32,575.00	\$27,688.75	0.00
November 2020	13	\$8,825.00	\$7,501.25	0.00
Totals	67	\$41,400.00	\$35,190.00	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	16%	\$41,400.00
Market	100%	\$258,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$217,350.00
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	10/20/20	10/26/20	Local News @ 430a M-FCM	430-5a		1111---	:30	4	\$100.00	P02	0.00	NM	4	\$400.00
WHAS11 WAKE UP NEWS @ 4 (Program: WHAS11 WAKE UP NEWS @ 430A)4Q20 SELLING BOOK (sell)															

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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: 10/20/20	10/26/20	1111---		4				\$100.00		0.00				
N 2	All	10/20/20	10/26/20	Local News @ 5a M-F	CM	5-6a	1-1-1--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00	
				WHAS11 WAKE UP NEWS @ 5												
				(Program: WHAS11 WAKE UP NEWS @ 5A)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	1-1-1--		3				\$200.00		0.00				
N 3	All	10/20/20	10/23/20	Local News @ 6a M-F	CM	6-7a	-1-11--	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00	
				WHAS11 WAKE UP NEWS @ 6												
				(Program: WHAS11 WAKE UP NEWS @ 6A)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/19/20	10/25/20	-1-11--		3				\$350.00		0.00				
N 4	All	10/20/20	10/26/20	Good Morning America	CM	7-9a	1111---	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00	
				GOOD MORNING AMERICA												
				(Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	1111---		4				\$600.00		0.00				
N 5	All	10/20/20	10/23/20	The View	CM	11-12p	-1-11--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00	
				THE VIEW												
				(Program: THE VIEW)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/19/20	10/25/20	-1-11--		3				\$200.00		0.00				
N 6	All	10/20/20	10/26/20	Local News @ 12p M-F	CM	12-1p	111-1--	:30	4	\$200.00	P02	0.00	NM	4	\$800.00	
				WHAS11 NEWS AT NOON												
				(Program: WHAS11 NEWS AT NOON)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	111-1--		4				\$200.00		0.00				
N 7	All	10/20/20	10/26/20	General Hospital	CM	2-3p	1-11---	:30	3	\$200.00	P02	0.00	NM	3	\$600.00	
				GENERAL HOSPITAL												
				(Program: GENERAL HOSPITAL)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	1-11---		3				\$200.00		0.00				
N 8	All	10/20/20	10/26/20	Local News @ 4p M-F	CM	4-5p	11-11--	:30	4	\$275.00	P02	0.00	NM	4	\$1,100.00	
				WHAS11 NEWS @ 4P												
				(Program: WHAS11 NEWS @ 4P)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	11-11--		4				\$275.00		0.00				
N 9	All	10/20/20	10/23/20	Local News @ 5p M-F	CM	5-530p	-11-1--	:30	3	\$600.00	P02	0.00	NM	3	\$1,800.00	
				WHAS11 NEWS @ 5p												
				(Program: WHAS11 NEWS @ 5p)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/19/20	10/25/20	-11-1--		3				\$600.00		0.00				
N 10	All	10/20/20	10/26/20	Local News @ 530p M-F	CM	530-6p	11-1---	:30	3	\$725.00	P02	0.00	NM	3	\$2,175.00	
				WHAS11 NEWS @ 530P												
				(Program: WHAS11 NEWS @ 530P)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	11-1---		3				\$725.00		0.00				
N 11	All	10/20/20	10/23/20	ABC World News	CM	630-7p	--1-1--	:30	2	\$1,450.00	P02	0.00	NM	2	\$2,900.00	
				ABC World News												
				(Program: ABC World News)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/19/20	10/25/20	--1-1--		2				\$1,450.00		0.00				
N 12	All	10/20/20	10/26/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00	
				ENTERTAINMENT TONIGHT												
				(Program: ENTERTAINMENT TONIGHT)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	1-111--		4				\$800.00		0.00				
N 13	All	10/20/20	10/26/20	Inside Ed 730-8p	CM	730-8p	11-11--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00	
				INSIDE EDITION												
				(Program: INSIDE EDITION)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/20/20	10/26/20	11-11--		4				\$800.00		0.00				

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N14	All	10/20/20	10/26/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,925.00	P02	0.00	NM	1	\$1,925.00
DANCING WITH THE STARS (Program: DANCING WITH THE STARS)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	11-11--					4	\$800.00		0.00			
N15	All	10/20/20	10/26/20	Jimmy Kimmel	CM	1135p-1237a	1-1-1--	:30	3	\$150.00	P02	0.00	NM	3	\$450.00
JIMMY KIMMEL LIVE (Program: JIMMY KIMMEL LIVE)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	1-----					1	\$1,925.00		0.00			
N16	All	10/20/20	10/20/20	Tue Prime C	CM	10-11p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	1	\$1,075.00
EMERGENCE (Program: EMERGENCE)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-1-----					1	\$1,075.00		0.00			
N17	All	10/20/20	10/21/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$2,150.00	P02	0.00	NM	1	\$2,150.00
UNITED WE FALL/SINGLE PAF (Program: UNITED WE FALL/SINGLE PARENTS)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	--1----					1	\$2,150.00		0.00			
N18	All	10/20/20	10/22/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
A MILLION LITTLE THINGS (Program: A MILLION LITTLE THINGS)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	---1---					1	\$2,050.00		0.00			
N19	All	10/20/20	10/22/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$1,550.00	P02	0.00	NM	1	\$1,550.00
STATION 19 (Program: STATION 19)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	---1---					1	\$1,550.00		0.00			
N20	All	10/20/20	10/24/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
GOOD MORNING AMERICA (Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----1-					1	\$200.00		0.00			
N21	All	10/20/20	10/24/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
WAKE UP WEEKEND 9-10A (Program: WAKE UP WEEKEND 9-10A)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----1-					1	\$200.00		0.00			
N22	All	10/20/20	10/25/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----1					1	\$275.00		0.00			
N23	All	10/20/20	10/26/20	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$800.00	P02	0.00	NM	5	\$4,000.00
WHAS11 NEWS @ 6 & 630p Su-F (Program: WHAS11 NEWS @ 6 & 630p Su-F)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	11111--					5	\$800.00		0.00			
N24	All	10/20/20	10/25/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
SHARK TANK (Program: SHARK TANK)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----1					1	\$1,450.00		0.00			
N25	All	10/20/20	10/25/20	Local News @ 11p M-F	CM	11-1135p	--111-1	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00
WHAS11 NEWS AT 11 M-F/SU (Program: WHAS11 NEWS AT 11 M-F/SU)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	--111-1					4	\$600.00		0.00			

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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:		10/19/20	10/25/20	--111-1					4	\$600.00		0.00			
N26	All	10/20/20	10/25/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				WHAS11 NEWS @ 6 & 630p Su-F)4Q20 SELLING BOOK (sell)											
				(Program: WHAS11 NEWS @ 6 & 630p Su-F)4Q20 SELLING BOOK (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----1					1	\$800.00		0.00			
N27	All	10/20/20	10/26/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
				THE GOOD DOCTOR											
				(Program: THE GOOD DOCTOR)PRIME ESTIMATES (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/20	10/26/20	1-----					1	\$2,050.00		0.00			
													Totals	67	\$41,400.00