

# ORDER

**Orders**  
**Order / Rev:** 2095613  
 Alt Order #: WOC12733628  
 Product Desc: Issue  
 Estimate: 9982  
 Flight Dates: 10/13/20 - 10/19/20  
 Original Date / Rev: 10/08/20 / 10/19/20  
 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	10/19/20	54	\$27,500.00	\$23,375.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	54	\$27,500.00	\$23,375.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$27,500.00</b>	<b>\$23,375.00</b>	<b>0.00</b>

**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	12%	\$27,500.00
Market	100%	\$229,166.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$201,666.67
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	10/13/20	10/15/20	Local News @ 430a M-FCM	430-5a		- 1- 1- - -	:30	2	\$100.00	P01	0.00	NM	2	\$200.00
				WHAS11 WAKE UP NEWS @ 4											
				(Program: WHAS11 WAKE UP NEWS @ 430A)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/12/20	10/18/20	- 1- 1- - -	2	\$100.00	0.00								



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**WHAS**

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:		10/12/20	10/18/20	-1111--					4	\$700.00		0.00			
N12	WHAS	10/13/20	10/19/20	ET 7-730p	CM	7-730p	1--1---	:30	2	\$800.00	P02	0.00	NM	2	\$1,600.00
ENTERTAINMENT TONIGHT															
(Program: ENTERTAINMENT TONIGHT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/20	10/19/20	1--1---					2	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
2	WHAS	10/13/20-10/19/20		ET 7-730p					7-730p	M--Th-----	:30	\$800.00	0.00	NM	
N13	WHAS	10/13/20	10/19/20	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)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/20	10/19/20	11-11--					4	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
4	WHAS	10/13/20-10/19/20		Inside Ed 730-8p					730-8p	MF-ThF----	:30	\$800.00	0.00	NM	
N14	WHAS	10/13/20	10/15/20	Local News @ 11p M-F	CM	11-1135p	-111---	:30	3	\$600.00	P02	0.00	NM	3	\$1,800.00
WHAS11 NEWS AT 11 M-F															
(Program: WHAS11 NEWS AT 11 M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-111---					3	\$600.00		0.00			
N15	WHAS	10/13/20	10/16/20	Jimmy Kimmel	CM	1135p-1237a	-1-11--	:30	3	\$150.00	P02	0.00	NM	3	\$450.00
JIMMY KIMMEL															
(Program: JIMMY KIMMEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-1-11--					3	\$150.00		0.00			
N16	WHAS	10/13/20	10/13/20	Tue Prime Other	CM	8-11p	-1-----	:30	1	\$1,925.00	P02	0.00	NM	1	\$1,925.00
BACHELORETTE															
(Program: BACHELORETTE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-1-----					1	\$1,925.00		0.00			
N17	WHAS	10/13/20	10/15/20	Prime Political Program	CM	Various	---1---	:30	1	\$3,000.00	P02	0.00	NM	1	\$3,000.00
Prime Political Program															
(Program: PRESIDENTIAL DEBATE 2)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	---1---					1	\$3,000.00		0.00			
N18	WHAS	10/13/20	10/17/20	NCAA FB Daytime Early	GM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
ABC COLLEGE FOOTBALL 12P															
(Program: ABC COLLEGE FOOTBALL 12P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1-					1	\$850.00		0.00			
N19	WHAS	10/13/20	10/18/20	Good Morning America	GM	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)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1					1	\$275.00		0.00			
N20	WHAS	10/13/20	10/18/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$700.00	P02	0.00	NM	1	\$700.00
WHAS11 NEWS @ 630p															
(Program: WHAS11 NEWS @ 630p)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1					1	\$700.00		0.00			
N21	WHAS	10/13/20	10/18/20	Local News @ 11p Su	CM	11-1135p	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
WHAS11 NEWS AT 11 SU															
(Program: WHAS11 NEWS AT 11 SU)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----1					1	\$600.00		0.00			

Totals 54 \$27,500.00