

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 / 10/22/20
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	49	\$24,025.00	\$20,421.25
10/26/20	10/26/20	11	\$7,800.00	\$6,630.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	49	\$24,025.00	\$20,421.25	0.00
November 2020	11	\$7,800.00	\$6,630.00	0.00
Totals	60	\$31,825.00	\$27,051.25	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%	\$31,825.00
Market	100%	\$198,906.25

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	18%	\$35,803.12
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	27%	\$53,704.69
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	39%	\$77,573.44

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	10/23/20	ET 7-730p	CM	7-730p	-- 1- 1--	:30	2	\$800.00	P01	0.00	NM	2	\$1,600.00
ENTERTAINMENT TONIGHT (Program: ENTERTAINMENT TONIGHT)4Q20 SELLING BOOK (sell) (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
N 2	All	10/20/20	10/26/20	Inside Ed 730-8p	CM	730-8p	11-1---	:30	3	\$800.00	P01	0.00	NM	3	\$2,400.00
(Program: INSIDE EDITION)4Q20 SELLING BOOK (sell) (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:		10/19/20	10/25/20	--1-1--			2		\$800.00		0.00				
N 3	All	10/20/20	10/26/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,925.00	P01	0.00	NM	1	\$1,925.00
(Program: DANCING WITH THE STARS)PRIME ESTIMATES (sell) (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:		10/20/20	10/26/20	11-1---			3		\$800.00		0.00				
N 4	All	10/20/20	10/26/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$2,050.00	P01	0.00	NM	1	\$2,050.00
(Program: THE GOOD DOCTOR)PRIME ESTIMATES (sell) (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	1-----			1		\$2,050.00		0.00				
N 5	All	10/20/20	10/23/20	Jimmy Kimmel	CM	1135p-1237a	--1-1--	:30	2	\$150.00	P01	0.00	NM	2	\$300.00
(Program: JIMMY KIMMEL LIVE)4Q20 SELLING BOOK (sell) (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	--1-1--			2		\$150.00		0.00				
N 6	All	10/20/20	10/22/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$1,550.00	P01	0.00	NM	2	\$1,550.00
(Program: STATION 19)PRIME ESTIMATES (sell) (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:		10/19/20	10/25/20	---1---			1		\$1,550.00		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>		
3	All	10/19/20-10/25/20	Thu Prime C				10-11p		---Th----	:30	(\$1,550.00)	0.00	NM		
See MG 6.4,6.5															
4	All	10/19/20-10/25/20	Wed Prime A				8-9p		--W-----	:30	\$1,450.00	0.00	NM		
(M) MG for 6.3 10/22 [Approved 10/19]															
5	All	10/19/20-10/25/20	Local News @ 430a M-F				430-5a		-TWThF----	:30	\$100.00	0.00	NM		
(M) MG for 6.3 10/22 [Approved 10/19]															
N 7	All	10/20/20	10/24/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$200.00	P01	0.00	NM	1	\$200.00
(Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell) (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:		10/19/20	10/25/20	-----1-			1		\$200.00		0.00				
N 8	All	10/20/20	10/24/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$200.00	P01	0.00	NM	1	\$200.00
(Program: WAKE UP WEEKEND 9-10A)4Q20 SELLING BOOK (sell) (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:		10/19/20	10/25/20	-----1-			1		\$200.00		0.00				
N 9	All	10/20/20	10/25/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P01	0.00	NM	1	\$275.00
(Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell) (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	-----1			1		\$275.00		0.00				
N 10	All	10/20/20	10/25/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$700.00	P01	0.00	NM	1	\$700.00
(Program: WHAS11 NEWS @ 6 & 630p Su-F)4Q20 SELLING BOOK (sell)															

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N11	All	10/20/20	10/25/20	Sun Prime C Sun Prime C	CM	9-10p	-----1	:30	1	\$1,925.00	P01	0.00	NM	1	\$1,925.00
(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:		10/19/20	10/25/20	-----1			1			\$700.00			0.00		
N12	All	10/20/20	10/25/20	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	--1-1-1	:30	3	\$600.00	P01	0.00	NM	3	\$1,800.00
(Program: SHARK TANK)PRIME ESTIMATES (sell)															
(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			\$1,925.00			0.00		
		<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			3			\$600.00			0.00		
N28	All	10/20/20	10/26/20	Local News @ 430a M-FCM WHAS11 WAKE UP NEWS @ 4	CM	430-5a	1111---	:30	4	\$100.00	P01	0.00	NM	4	\$400.00
(Program: WHAS11 WAKE UP NEWS @ 430A)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			\$100.00			0.00		
N29	All	10/20/20	10/23/20	Local News @ 5a M-F WHAS11 WAKE UP NEWS @ 5	CM	5-6a	--1-1--	:30	2	\$200.00	P01	0.00	NM	2	\$400.00
(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:		10/19/20	10/25/20	--1-1--			2			\$200.00			0.00		
N30	All	10/20/20	10/23/20	Local News @ 6a M-F WHAS11 WAKE UP NEWS @ 6	CM	6-7a	-1-1--	:30	2	\$275.00	P01	0.00	NM	2	\$550.00
(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	-1-1--			2			\$275.00			0.00		
N31	All	10/20/20	10/26/20	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11-1---	:30	3	\$500.00	P01	0.00	NM	3	\$1,500.00
(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	11-1---			3			\$500.00			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>			
3	All	10/20/20-10/26/20		Good Morning America			7-9a	MT-Th-----	:30	\$500.00	0.00	NM			
N32	All	10/20/20	10/23/20	The View THE VIEW	CM	11-12p	-1-11--	:30	3	\$200.00	P01	0.00	NM	3	\$600.00
(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		
N33	All	10/20/20	10/26/20	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	111-1--	:30	4	\$200.00	P01	0.00	NM	4	\$800.00
(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		
N34	All	10/20/20	10/26/20	General Hospital GENERAL HOSPITAL	CM	2-3p	1-11---	:30	3	\$200.00	P01	0.00	NM	3	\$600.00
(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		
N35	All	10/20/20	10/26/20	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	11-11--	:30	4	\$275.00	P01	0.00	NM	4	\$1,100.00
(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		
N36	All	10/20/20	10/23/20	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	-11-1--	:30	3	\$450.00	P01	0.00	NM	3	\$1,350.00
(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			\$450.00			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
N37	All	10/20/20	10/26/20	Local News @ 530p M-F	CM	530-6p	11-1---	:30	3	\$600.00	P01	0.00	NM	3	\$1,800.00
				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				\$600.00		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>		
	3	All	10/20/20-10/26/20	Local News @ 530p M-F		530-6p		MT-Th-----	:30	\$600.00		0.00	NM		
N38	All	10/20/20	10/26/20	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$700.00	P01	0.00	NM	5	\$3,500.00
				WHAS11 NEWS @ 6 & 630											
				(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				\$700.00		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>		
	5	All	10/20/20-10/26/20	Local News @ 6p M-F		6-630p		MTWThF----	:30	\$700.00		0.00	NM		
N39	All	10/20/20	10/23/20	ABC World News	CM	630-7p	--1-1--	:30	2	\$1,450.00	P01	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			
N40	WHAS	10/20/20	10/21/20	Local News @ 5p M-F	CM	5-530p	--W----	:30	1	\$450.00	P01	0.00	NM	1	\$450.00
				Local News @ 5p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	--W----		1				\$450.00		0.00			
N41	WHAS	10/26/20	10/26/20	Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
				Local News @ 5p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	M-----		1				\$450.00		0.00			
N42	WHAS	10/21/20	10/21/20	Good Morning America	CM	7-9a	--W----	:30	1	\$500.00	P01	0.00	NM	1	\$500.00
				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: 10/19/20	10/25/20	--W----		1				\$500.00		0.00			
													Totals	60	\$31,825.00