

# ORDER

**Orders**  
**Order / Rev:** 2094918  
**Alt Order #:** WOC12732547  
**Product Desc:** Issue  
**Estimate:** 9975  
**Flight Dates:** 10/09/20 - 10/12/20  
**Original Date / Rev:** 10/07/20 / 10/07/20  
**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	10/12/20	16	\$7,375.00	\$6,268.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	16	\$7,375.00	\$6,268.75	0.00
<b>Totals</b>	<b>16</b>	<b>\$7,375.00</b>	<b>\$6,268.75</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	18%	\$7,375.00
Market	100%	\$40,972.22

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$33,597.22
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	10/09/20	10/09/20	Local News @ 5a M-F	CM	5-6a	----1--	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
(Program: WHAS11 WAKE UP NEWS @ 5A) WHAS11 WAKE UP NEWS @ : (Program: WHAS11 WAKE UP NEWS @ 5A) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/05/20   10/11/20   ----1--   1   \$200.00   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: 10/05/20	10/11/20	----1--		1				\$200.00		0.00			
N 2	WHAS	10/09/20	10/12/20	Local News @ 6a M-F	CM	6-7a	1-----	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
				WHAS11 WAKE UP NEWS @ 6A											
				(Program: WHAS11 WAKE UP NEWS @ 6A)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/20	10/15/20	1-----		1				\$275.00		0.00			
N 3	WHAS	10/09/20	10/12/20	Good Morning America	CM	7-9a	1---1--	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
				GOOD MORNING AMERICA											
				(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: 10/09/20	10/15/20	1---1--		2				\$500.00		0.00			
N 4	WHAS	10/09/20	10/09/20	Local News @ 12p M-F	CM	12-1p	----1--	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				WHAS11 NEWS AT NOON											
				(Program: WHAS11 NEWS AT NOON)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	----1--		1				\$200.00		0.00			
N 5	WHAS	10/09/20	10/12/20	Local News @ 4p M-F	CM	4-5p	1-----	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
				WHAS11 NEWS @ 4P											
				(Program: WHAS11 NEWS @ 4P)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/20	10/15/20	1-----		1				\$275.00		0.00			
N 6	WHAS	10/09/20	10/09/20	Local News @ 5p M-F	CM	5-530p	----1--	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
				WHAS11 NEWS @ 5p											
				(Program: WHAS11 NEWS @ 5p)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	----1--		1				\$450.00		0.00			
N 7	WHAS	10/09/20	10/12/20	Local News @ 530p M-F	CM	530-6p	1-----	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
				WHAS11 NEWS @ 530P											
				(Program: WHAS11 NEWS @ 530P)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/20	10/15/20	1-----		1				\$600.00		0.00			
N 8	WHAS	10/09/20	10/09/20	Local News @ 6p M-F	CM	6-630p	----1--	:30	1	\$700.00	P02	0.00	NM	1	\$700.00
				WHAS11 NEWS @ 6p											
				(Program: 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: 10/05/20	10/11/20	----1--		1				\$700.00		0.00			
N 9	WHAS	10/09/20	10/12/20	ET 7-730p	CM	7-730p	1-----	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				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: 10/09/20	10/15/20	1-----		1				\$800.00		0.00			
N 10	WHAS	10/09/20	10/09/20	Inside Ed 730-8p	CM	730-8p	----1--	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				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: 10/05/20	10/11/20	----1--		1				\$800.00		0.00			
N 11	WHAS	10/09/20	10/12/20	LF (M-F)	CM	1135p-136a	1-----	:30	1	\$150.00	P02	0.00	NM	1	\$150.00
				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: 10/09/20	10/15/20	1-----		1				\$150.00		0.00			
N 12	WHAS	10/09/20	10/10/20	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)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-----1-		1				\$200.00		0.00			
N 13	WHAS	10/09/20	10/10/20	NCAA FB Daytime Early	CM	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: 10/09/20	10/10/20	-----1-		1				\$850.00		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: 10/05/20	10/11/20	-----1-		1				\$850.00		0.00			
N 14	WHAS	10/09/20	10/11/20	Good Morning America	SM	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: 10/05/20	10/11/20	-----1		1				\$275.00		0.00			
N 15	WHAS	10/09/20	10/11/20	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: 10/05/20	10/11/20	-----1		1				\$600.00		0.00			
													Totals	16	\$7,375.00