

ORDER

Orders
Order / Rev: 2004439
Alt Order #: WOC12513964
Product Desc: Issue
Estimate: 8720
Flight Dates: 05/27/20 - 06/01/20
Original Date / Rev: 05/26/20 / 06/02/20
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 |
|------------|----------|---------|--------------|------------|
| 04/27/20 | 05/31/20 | 6 | \$3,350.00 | \$2,847.50 |
| 06/01/20 | 06/01/20 | 2 | \$1,075.00 | \$913.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| May 2020 | 6 | \$3,350.00 | \$2,847.50 | 0.00 |
| June 2020 | 2 | \$1,075.00 | \$913.75 | 0.00 |
| Totals | 8 | \$4,425.00 | \$3,761.25 | 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 | 19% | \$4,425.00 |
| Market | 100% | \$23,289.47 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 81% | \$18,864.47 |
| 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 | 05/27/20 | 06/01/20 | Local News @ 4p M-F | CM | 4-5p | 1-111-- | :30 | 4 | \$275.00 | P01 | 0.00 | NM | 3 | \$825.00 |
| | | | | WHAS11 NEWS @ 4P - RATE | | | | | | | | | | | |
| (Program: WHAS11 NEWS @ 4P - RATE) | | | | | | | | | | | | | | | |

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Advertiser: ISS/ Ditch Mitch
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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: | | 05/27/20 | 06/02/20 | 1-111-- | | | | | 4 | \$275.00 | | 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 | 05/27/20-06/02/20 | Local News @ 4p M-F | | | 4-5p | | | M-WThF---- | :30 | (\$275.00) | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CR, move dollars to est 8733] | | | | | | | | | | | | | | | |
| N 2 | All | 05/27/20 | 06/01/20 | Local News @ 530p M-F | CM | 530-6p | 1-1-1-- | :30 | 3 | \$600.00 | P02 | 0.00 | NM | 1 | \$600.00 |
| | | | | Local News @ 530p M-F | | | | | | | | | | | |
| (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: | | 05/27/20 | 06/02/20 | 1-1-1-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| 2 | All | 05/27/20-06/02/20 | Local News @ 530p M-F | | | 530-6p | | | M-W-F---- | :30 | (\$600.00) | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| 3 | All | 05/27/20-06/02/20 | Local News @ 530p M-F | | | 530-6p | | | M-W-F---- | :30 | (\$600.00) | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CR - Moving \$ to est. 8733] | | | | | | | | | | | | | | | |
| N 3 | All | 05/27/20 | 06/01/20 | Local News @ 6p M-F | CM | 6-630p | 1--11-- | :30 | 3 | \$800.00 | P01 | 0.00 | NM | 3 | \$2,400.00 |
| | | | | 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: | | 05/27/20 | 06/02/20 | 1--11-- | | | | | 3 | \$800.00 | | 0.00 | | | |
| N 4 | WHAS | 05/27/20 | 05/31/20 | This Week Su | CM | 9-10a | -----S | :30 | 1 | \$600.00 | P01 | 0.00 | NM | 1 | \$600.00 |
| | | | | This Week Su | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/25/20 | 05/31/20 | -----S | | | | | 1 | \$600.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 8 | \$4,425.00 |