

ORDER

Orders
Order / Rev: 2010549
 Alt Order #: WOC12523818
 Product Desc: Issue
 Estimate: 8743
 Flight Dates: 06/09/20 - 06/15/20
 Original Date / Rev: 06/05/20 / 06/10/20
 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
06/01/20	06/15/20	12	\$6,050.00	\$5,142.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	12	\$6,050.00	\$5,142.50	26.32
Totals	12	\$6,050.00	\$5,142.50	26.32

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%	\$6,050.00
Market	100%	\$31,842.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$25,792.11
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	06/09/20	06/11/20	Good Morning America	CM	7-9a	- 1- 1- - -	:30	2	\$375.00	P02	1.80	NM	2	\$750.00
(Program: GOOD MORNING AMERICA - RATE) Start Date: 06/08/20 End Date: 06/14/20 Weekdays: - 1- 1- - - Spots/Week: 2 Rate: \$375.00 Rating: 1.80															

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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:		06/08/20	06/14/20	- 1 - 1 - - -					2	\$375.00		1.80			
N 2	All	06/09/20	06/15/20	Local News @ 4p M-F	CM	4:40 PM-4:58 PM	11- 11- - -	:30	4	\$275.00	P01	1.48	NM	4	\$1,100.00
(Program: WHAS11 NEWS @ 4P - RATE) WHAS11 NEWS @ 4P - RATE (4:40 PM-4:58 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/09/20	06/15/20	11- 11- - -					4	\$275.00		1.48			
<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>		
1	All	06/09/20-06/15/20	Local News @ 4p M-F			4:40 PM-4:58 PM	11- 11- - -	:30		(\$275.00)		1.48	NM		
See MG 2.5 [Recon Preempt-DNA-SCHEDULE CHANGE]															
5	All	06/09/20-06/15/20	Local News @ 4p M-F			4:40 PM-4:58 PM	11- 11- - -	:30		\$275.00		1.48	NM		
(M) MG for 2.1 06/09															
N 3	All	06/09/20	06/15/20	Local News @ 5p M-F	CM	5-530p	1- 11- - -	:30	3	\$600.00	P02	2.32	NM	3	\$1,800.00
(Program: WHAS11 NEWS @ 530p - RATE) WHAS11 NEWS @ 530p - RATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/09/20	06/15/20	1- 11- - -					3	\$600.00		2.32			
N 4	All	06/09/20	06/12/20	Local News @ 6p M-F	CM	6-630p	- 11- 1- - -	:30	3	\$800.00	P01	3.28	NM	3	\$2,400.00
(Program: WHAS11 NEWS @ 6 & 630p Su-F - RATE) 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:		06/08/20	06/14/20	- 11- 1- - -					3	\$800.00		3.28			
													Totals	12	\$6,050.00