

# ORDER

**Orders**  
**Order / Rev:** 2066313  
 Alt Order #: WOC12657288  
 Product Desc: Issue  
 Estimate: 9459  
 Flight Dates: 09/08/20 - 09/14/20  
 Original Date / Rev: 09/03/20 / 09/03/20  
 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
08/31/20	09/14/20	15	\$7,975.00	\$6,778.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	15	\$7,975.00	\$6,778.75	0.00
<b>Totals</b>	<b>15</b>	<b>\$7,975.00</b>	<b>\$6,778.75</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%	\$7,975.00
Market	100%	\$44,305.56

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$36,330.56
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 2	All	09/08/20	09/14/20	Local News @ 530p M-FCM WHAS11 NEWS @ 530P		530-6p	11-1---	:30	3	\$725.00	P02	0.00	NM	3	\$2,175.00
(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:		09/08/20	09/14/20	11-1---		3				\$725.00		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:		09/08/20	09/14/20	11-1---					3	\$725.00		0.00			
N 3	All	09/08/20	09/14/20	Local News @ 6p M-F	CM	6-630p	111-1--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00
				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:		09/08/20	09/14/20	111-1--					4	\$800.00		0.00			
N 4	All	09/08/20	09/10/20	Local News @ 11p M-F	CM	11-1135p	--11---	:30	2	\$600.00	P02	0.00	NM	2	\$1,200.00
				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:		09/07/20	09/13/20	--11---					2	\$600.00		0.00			
N 5	All	09/08/20	09/12/20	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:		09/07/20	09/13/20	-----1-					1	\$200.00		0.00			
N 6	All	09/08/20	09/13/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				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:		09/07/20	09/13/20	-----1					1	\$800.00		0.00			
N 7	WHAS	09/08/20	09/11/20	Local News @ 430a M-F	CM	430-5a	-TWTF--	:30	4	\$100.00	P02	0.00	NM	4	\$400.00
				Local News @ 430a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	-TWTF--					4	\$100.00		0.00			
													Totals	15	\$7,975.00