

# ORDER

**Orders**  
**Order / Rev:** 2095621  
**Alt Order #:** WOC12733644  
**Product Desc:** Issue  
**Estimate:** 9983  
**Flight Dates:** 10/20/20 - 10/26/20  
**Original Date / Rev:** 10/08/20 / 10/08/20  
**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	22	\$12,700.00	\$10,795.00
10/26/20	10/26/20	5	\$2,275.00	\$1,933.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	22	\$12,700.00	\$10,795.00	0.00
November 2020	5	\$2,275.00	\$1,933.75	0.00
<b>Totals</b>	<b>27</b>	<b>\$14,975.00</b>	<b>\$12,728.75</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	12%	\$14,975.00
Market	100%	\$124,791.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$109,816.67
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	10/20/20	10/22/20	Local News @ 430a M-FCM	430-5a		--11---	:30	2	\$100.00	P02	0.00	NM	2	\$200.00
				WHAS11 WAKE UP NEWS @ .											
				(Program: WHAS11 WAKE UP NEWS @ 430A)											

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Advertiser: ISS/ Ditch Mitch  
 Product Desc: Issue  
 Estimate: 9983

WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	10/20/20	10/26/20	Local News @ 5a M-F	CM	5-6a	11--1--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
		<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	--11---					2	\$100.00		0.00			
		(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: 10/20/20	10/26/20	11--1--					3	\$200.00		0.00			
N 3	WHAS	10/20/20	10/26/20	Local News @ 6a M-F	CM	6-7a	1-11---	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
		(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: 10/20/20	10/26/20	1-11---					3	\$275.00		0.00			
N 4	WHAS	10/20/20	10/26/20	Good Morning America	CM	7-9a	111-1--	:30	4	\$500.00	P02	0.00	NM	4	\$2,000.00
		(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: 10/20/20	10/26/20	111-1--					4	\$500.00		0.00			
N 5	WHAS	10/20/20	10/22/20	Local News @ 5p M-F	CM	5-530p	--11---	:30	2	\$450.00	P02	0.00	NM	2	\$900.00
		(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: 10/19/20	10/25/20	--11---					2	\$450.00		0.00			
N 6	WHAS	10/20/20	10/26/20	Local News @ 530p M-F	CM	530-6p	11-11--	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00
		(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: 10/20/20	10/26/20	11-11--					4	\$600.00		0.00			
N 7	WHAS	10/20/20	10/26/20	Local News @ 6p M-F	CM	6-630p	111-1--	:30	4	\$700.00	P02	0.00	NM	4	\$2,800.00
		(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: 10/20/20	10/26/20	111-1--					4	\$700.00		0.00			
N 8	WHAS	10/20/20	10/22/20	Local News @ 11p M-F	CM	11-1135p	-1-1---	:30	2	\$600.00	P02	0.00	NM	2	\$1,200.00
		(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: 10/19/20	10/25/20	-1-1---					2	\$600.00		0.00			
N 9	WHAS	10/20/20	10/22/20	Prime Political Program	CM	Various	---1---	:30	1	\$3,000.00	P02	0.00	NM	1	\$3,000.00
		(Program: PRESIDENTIAL DEBATE 3)													
		<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	\$3,000.00		0.00			
N 10	WHAS	10/20/20	10/24/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
		(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: 10/19/20	10/25/20	-----1-					1	\$200.00		0.00			
N 11	WHAS	10/20/20	10/24/20	NCAA FB Daytime Early	CM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
		(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: 10/19/20	10/25/20	-----1-					1	\$850.00		0.00			
													Totals	27	\$14,975.00