

ORDER

Orders
Order / Rev: 2007551
 Alt Order #: WOC12518626
 Product Desc: Issue
 Estimate: 8733
 Flight Dates: 06/02/20 - 06/08/20
 Original Date / Rev: 05/29/20 / 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
06/01/20	06/08/20	14	\$6,925.00	\$5,886.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	14	\$6,925.00	\$5,886.25	0.00
Totals	14	\$6,925.00	\$5,886.25	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	22%	\$6,925.00
Market	100%	\$31,477.27

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$24,552.27
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	06/02/20	06/04/20	Good Morning America	CM	7-9a	- 1- 1- - -	:30	2	\$375.00	P02	0.00	NM	2	\$750.00
(Program: GOOD MORNING AMERICA - RATE) Start Date: 06/01/20, End Date: 06/07/20, Weekdays: - 1- 1- - -, Spots/Week: 2, Rate: \$375.00, Rating: 0.00															

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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: 06/01/20	06/07/20	- 1 - 1 - - -		2				\$375.00		0.00			
N 2	All	06/02/20	06/08/20	Local News @ 4p M-F	CM	4-5p	11-11--	:30	4	\$275.00	P01	0.00	NM	4	\$1,100.00
				WHAS11 NEWS @ 4P - RATE											
				(Program: WHAS11 NEWS @ 4P - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/02/20	06/08/20	11-11--		4				\$275.00		0.00			
N 3	All	06/02/20	06/08/20	Local News @ 530p M-F	CM	530-6p	1-111--	:30	4	\$600.00	P01	0.00	NM	4	\$2,400.00
				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: 06/02/20	06/08/20	1-111--		4				\$600.00		0.00			
N 4	All	06/02/20	06/05/20	Local News @ 6p M-F	CM	6-630p	-11-1--	: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: 06/01/20	06/07/20	-11-1--		3				\$800.00		0.00			
N 5	WHAS	06/02/20	06/08/20	Local News @ 11p M-F	CM	11-1135p	--1----	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
				Local News @ 11p M-F											
				(Program: WHAS11 NEWS @ 4P - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/02/20	06/08/20	--1----		1				\$275.00		0.00			
													Totals	14	\$6,925.00