

ORDER

Orders
Order / Rev: 1917509
Alt Order #: WOC12353554
Product Desc: Political
Estimate: 7994
Flight Dates: 01/09/20 - 01/15/20
Original Date / Rev: 01/07/20 / 05/06/20
Order Type: RFP

WHAS
Primary AE: Ben Stecker
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Waterfront Strategies / POL
Buying Contact:
Billing Contact: Amanda Adams
 3050 K Street NW Suite 100
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ House Majority Forward
Demographic: HH
Product Codes: IS-Candidate/US House
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Advertiser External ID: 107646
Agency External ID: 10957AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/01/20	01/15/20	6	\$1,495.00	\$1,270.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	6	\$1,495.00	\$1,270.75	0.00
Totals	6	\$1,495.00	\$1,270.75	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	8%	\$1,495.00
Market	100%	\$18,687.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	24%	\$4,485.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$3,550.62
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	49%	\$9,156.88

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	01/09/20	01/15/20	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	5	\$275.00	P03	0.00	NM	5	\$1,375.00
				Local News @ 6p M-F											
(Program: WHAS11 NEWS @ 6)PMay-2019L3 adj. PFeb-2019L3 (pav)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		01/09/20	01/15/20	MTWTF--			5			\$275.00			0.00		

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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: 01/09/20	01/15/20	MTWTF--		5				\$275.00		0.00			
N 2	All	01/09/20	01/12/20	This Week Su	CM	9-10a	-----S	:30	1	\$120.00	P02	0.00	NM	1	\$120.00
				This Week Su											
				(Program: THIS WEEK)P	May-2019L3 adj. P										
				Feb-2019L3 (pav)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	-----S		1				\$120.00		0.00			
													Totals	6	\$1,495.00