

# ORDER

**Orders**  
**Order / Rev:** 1962578  
**Alt Order #:** WOC12431951  
**Product Desc:** Kentucky  
**Estimate:** 5204  
**Flight Dates:** 10/20/20 - 10/26/20  
**Original Date / Rev:** 03/23/20 / 08/17/20  
**Order Type:** RFP

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

**Agency**  
**Name:** Main Street Media Group / POL  
**Buying Contact:**  
**Billing Contact:** Ryan Stanley  
 PO Box 25093  
 Alexandria, VA 22313

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

**Advertiser**  
**Name:** ISS/ Keep Kentucky Great  
**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:** 187943  
**Agency External ID:** 10862AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	21	\$23,875.00	\$20,293.75
10/26/20	10/26/20	3	\$4,175.00	\$3,548.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	21	\$23,875.00	\$20,293.75	0.00
November 2020	3	\$4,175.00	\$3,548.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$28,050.00</b>	<b>\$23,842.50</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	16%	\$28,050.00
Market	100%	\$175,312.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$36,815.62
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$33,309.38
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$77,137.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/20/20	10/23/20	Local News @ 6p M-F	CM	6-630p	- 1- 11- -	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
»WHAS11 NEWS @ 6 & 6:															
(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 134. Nielsen: 4.882548617413491															

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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: 10/19/20	10/25/20	- 1 - 11 - -		3				\$800.00		0.00			
N 2	All	10/20/20	10/26/20	ABC World News	CM	630-7p	1- 1- 1- -	:30	3	\$1,450.00	P02	0.00	NM	3	\$4,350.00
				»ABC World News											
				(Program: »ABC World News)302 Index: 135. Nielsen: 6.105724256234987											
		<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- 1- 1- -		3				\$1,450.00		0.00			
N 3	All	10/20/20	10/26/20	ET 7-730p	CM	7-730p	11- 1- - -	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
				»ENTERTAINMENT TONIGHT											
				(Program: »ENTERTAINMENT TONIGHT)302 Index: 129. Nielsen: 4.960788999037845											
		<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				\$800.00		0.00			
N 4	All	10/20/20	10/23/20	Inside Ed 730-8p	CM	730-8p	- - 111 - -	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
				»INSIDE EDITION											
				(Program: »INSIDE EDITION)302 Index: 125. Nielsen: 5.043334038043144											
		<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	- - 111 - -		3				\$800.00		0.00			
N 5	All	10/20/20	10/26/20	Mon Prime Other	CM	8-11p	1- - - - -	:30	1	\$1,925.00	P02	0.00	NM	1	\$1,925.00
				»DANCING WITH THE STARS											
				(Program: »DANCING WITH THE STARS)302 Index: 124. Nielsen: 5.3355742595227											
		<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- - - - -		1				\$1,925.00		0.00			
N 6	All	10/20/20	10/20/20	Tue Prime A	CM	8-9p	- 1- - - -	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
				»CONNORS/BLESS THIS MES											
				(Program: »CONNORS/BLESS THIS MESS)302 Index: 121. Nielsen: 3.852027336458053											
		<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				\$1,325.00		0.00			
N 7	All	10/20/20	10/20/20	Tue Prime B	CM	9-10p	- 1- - - -	:30	1	\$1,075.00	P02	0.00	NM	1	\$1,075.00
				»MIXED-ISH/BLACK-ISH											
				(Program: »MIXED-ISH/BLACK-ISH)302 Index: 115. Nielsen: 2.9878134263303586											
		<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				\$1,075.00		0.00			
N 8	All	10/20/20	10/21/20	Wed Prime A	CM	8-9p	- - 1- - -	:30	1	\$1,800.00	P02	0.00	NM	1	\$1,800.00
				»GOLDBERGS/SCHOOLED											
				(Program: »GOLDBERGS/SCHOOLED)302 Index: 120. Nielsen: 3.3504124089990164											
		<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				\$1,800.00		0.00			
N 9	All	10/20/20	10/22/20	Thu Prime B	CM	9-10p	- - - 1- -	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
				»A MILLION LITTLE THINGS											
				(Program: »A MILLION LITTLE THINGS)302 Index: 125. Nielsen: 3.498737250745549											
		<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				\$2,050.00		0.00			
N 10	All	10/20/20	10/23/20	Fri Prime Other	CM	8-11p	- - - - 1- -	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
				»20/20											
				(Program: »20/20)302 Index: 120. Nielsen: 2.7476189205107246											
		<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				\$1,325.00		0.00			
N 11	All	10/20/20	10/24/20	NCAA FB Daytime Gam	CM	12-330p	- - - - - 1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
				»ABC COLLEGE FOOTBALL 1:											
				(Program: »ABC COLLEGE FOOTBALL 12P)302 Index: 116. Nielsen: 3.0252534027979103											
		<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			
N 12	All	10/20/20	10/24/20	NCAA FB Daytime Gam	CM	330-7p	- - - - - 1-	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				»ABC COLLEGE FOOTBALL 3:											
				(Program: »ABC COLLEGE FOOTBALL 330P)302 Index: 105. Nielsen: 3.376553492823721											
		<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				\$1,450.00		0.00			
N 13	All	10/20/20	10/24/20	NCAA Football Prime	CM	8-1130p	- - - - - 1-	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
				»ABC PRIME COLLEGE FOOT											
				(Program: »ABC PRIME COLLEGE FOOTBALL)302 Index: 102. Nielsen: 5.685521341254688											
		<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				\$1,200.00		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:		10/19/20	10/25/20	-----1-		1				\$1,200.00		0.00			
N14	All	10/20/20	10/25/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				»FUNNIEST HOME VIDEOS											
				(Program: »FUNNIEST HOME VIDEOS)302 Index: 132. Nielsen: 4.35412993864664											
		<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				\$1,450.00		0.00			
N15	All	10/20/20	10/25/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				»KIDS SAY THE DARNDDEST T											
				(Program: »KIDS SAY THE DARNDDEST THINGS)302 Index: 118. Nielsen: 4.3129982236636											
		<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				\$1,450.00		0.00			
N16	All	10/20/20	10/25/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				»WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)											
				(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 4.642510297340454											
		<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				\$600.00		0.00			
													Totals	24	\$28,050.00