ORDER

Orders	Order / Rev:	1962585		
	Alt Order #:	WOC12431952		
	Product Desc:	Kentucky		
	Estimate:	5206		WHAS
	Flight Dates:	10/27/20 - 11/02/20	Primary AE:	Ben Stecker
	Original Date / Rev:	03/23/20 / 08/17/20	Sales Office:	TSWAS
	Order Type:	RFP	Sales Region:	NAT
Agency	Name:	Main Street Media Group / POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:	Ryan Stanley	Billing Calendar:	Broadcast
		PO Box 25093	Billing Cycle:	EOM/EOC
		Alexandria, VA 22313	Agency Commission:	15%
dvertiser	Name:	ISS/ Keep Kentucky Great		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/US Senate	Advertiser External ID:	187943
	Revenue Code 1:	AGY	Agency External ID:	10862AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Issue		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/26/20	11/02/20	24	\$28,050.00	\$23,842.50	November 2020	24	\$28,050.00	\$23,842.50	0.00
					Totals	24	\$28,050.00	\$23,842.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Dat	e	Order 9	%
Ben Stecker	·	·	Start Of Order - End	Of Order	100	0%
Order Share	Share	Total				
WHAS	16%	\$28,050.00	1			
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 Breal	Start/End Time	Days	Len Spots	

L	n Ch	Star	I	End	Inventory Code	E	Break	Start/End Tir	me	Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
Ν	1 Al	l 10/27	20 1	0/30/20	Local News @ 6p I	M-F C	CM	6-630p	-	1-11	:30	3	\$800.00 P02	0.00 NM	3	\$2,400.00
					WHAS11 NEWS	@6&	amp; 6	5.								
	(Pro	gram: »WF	IAS1'	1 NEWS	@ 6 & 630p Se	u-F)30	2 Index	c: 134. Nielsen	: 4.882	25486174	13491					
		Start Date	En	nd Date	Weekdays	Spots/	Week	Rate	Rating	1						
	Week:	10/26/20	11	/01/20	- 1- 11		3	\$800.00	0.0	Ō						

Print Date: 08/28/20 13:40:05 Page 2 of 3

Order / Rev:	1962585	Advertiser:	ISS/ Keep Kentucky Great	
Alt Order #:	WOC12431952	Product Desc:	Kentucky	WHAS
Flight Dates:	10/27/20 - 11/02/20	Estimate:	5206	

Sam Date End Date Weeking 2001/Week East Reling N 2 All 1027/20 110220 ABC Word Naves CM 630.7p 1-1-1-: 3 3 \$1,450.00 P02 0.00 NM 3 \$4,350.00 N 2 All 1027/20 110220 F1.35 Nießen: 0.572.752.252.44877 0.00 <td< th=""><th>Ln Ch</th><th>Start</th><th>End</th><th>Inventory Code</th><th>Break</th><th>Start/End</th><th>Time Days</th><th>Len Spot</th><th>ts Rate Pri</th><th>Rtg Type</th><th>Spots</th><th>Amount</th></td<>	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	ts Rate Pri	Rtg Type	Spots	Amount
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Start Date Find Date Weektings Spote/Week Rate main N 3 All 102720 11/02/20 ET /-700 p CM 7/30 p 11-1 :30 3 \$800.00 P02 0.00 NM N 3 All 102720 11/02/20 ET /-700 p CM 7/30 p 11-1 :30 3 \$800.00 P02 0.00 NM N 4 All 102720 11/02/20 Start Date Ed Add Start Date Start Date<	(Program	m: »ABC	World News			72425623498	37					
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*ABC COLLEGE FOOTBALL 12 (Program: *ABC COLLEGE FOOTBALL 12P)302 Index: 116. Nielsen: 3.0252534027979103 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/26/20 11/01/20 1- 1 \$850.00 0.00 N12 All 10/27/20 10/31/20 NCAA FB Daytime Gam€M 330-7p 1- :30 1 \$1,450.00 P02 0.00 NM 1 \$1,450.00 N12 All 10/27/20 10/31/20 NCAA FB Daytime Gam€M 330-7p 1- :30 1 \$1,450.00 P02 0.00 NM 1 \$1,450.00 NBC COLLEGE FOOTBALL 33 (Program: *ABC COLLEGE FOOTBALL 330P)302 Index: 105. Nielsen: 3.376553492823721 1- 1 \$1,450.00 0.00 N13 All 10/27/20 10/31/20 NCAA Football Prime CM 8-1130p 1- :30 1 \$1,200.00 P02 0.00 NM 1 \$1,200.00 N13 All 10/27/20 10/31/20 NCAA Football Prime CM 8-1130p 1- :30 1 \$1,20					1							
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*ABC PRIME COLLEGE FOOT (Program: *ABC PRIME COLLEGE FOOTBALL)302 Index: 102. Nielsen: 5.685521341254688								:30	1 \$1,200.00 P02	0.00 NM	1	\$1,200.00
				»ABC PRIME CC	DLLEGE FOO	Г! .						
Start Date End Date Weekdays Spots/Week Rate Rating		_				_		88				
	Sta	IT Date	End Date	<u>vveekaays</u>	Spots/Week	Rate	Raung				8	

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Order / Rev:	1962585	Advertiser:	ISS/ Keep Kentucky Great	
Alt Order #:	WOC12431952	Product Desc:	Kentucky	WHAS
Flight Dates:	10/27/20 - 11/02/20	Estimate:	5206	

Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 10/26/20	11/01/20	1-	1	\$1,200.00	0.00						
N14	All 10/27/2	20 11/01/20	Sun Prime A	CM	7-8p	1	:30) 1	\$1,450.00 P02	0.00 NM	1	\$1,450.00
			»FUNNIEST HO	ME VIDEOS								
(Pr	ogram: »FUN	INIEST HOM	IE VIDEOS)302 Ind	dex: 132. Niels	en: 4.35412	993864664						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weeł	k: 10/26/20	11/01/20	1	1	\$1,450.00	0.00						
N15	All 10/27/2	20 11/01/20	Sun Prime B	CM	8-9p	1	:30) 1	\$1,450.00 P02	0.00 NM	1	\$1,450.00
			»KIDS SAY THE	DARNDEST	Г							
(Pr	ogram: »KIDS	S SAY THE I	DARNDEST THING	SS)302 Index:	118. Nielser	n: 4.312998223663	6					
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 10/26/20	11/01/20	1	1	\$1,450.00	0.00						
N16	All 10/27/2	20 11/01/20	LN (M-Su)	CM	11:00 PM-1	1:30 PI1	:30) 1	\$600.00 P02	0.00 NM	1	\$600.00
			»WHAS11 NEWS	S AT 11 M-F/S	(11:00 PM-1	11:30 PM)						
(Pr	ogram: »WH/	AS11 NEWS	AT 11 M-F/SU)302	2 Index: 127. N	vielsen: 4.64	2510297340454						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 10/26/20	11/01/20	1	1	\$600.00	0.00						
										Totals	24	\$28,050.00