ORDER

Orders	Order / Rev:	1962403		
	Alt Order #:	WOC12431906		
	Product Desc:	Kentucky		
	Estimate:	5200		WHAS
	Flight Dates:	10/06/20 - 10/12/20	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%
Advertiser	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		

			Totals							
Sta	art Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/	/28/20	10/12/20	24	\$28,050.00	\$23,842.50	October 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 %
Ben Stecker			Start Of Order - End	Of Order	100%
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 E	End Inventory C	Code Breat	< Start/End Time	Days L	en Spots

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	e Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 1	All	10/06/20	10/08/20	Thu Prime B	CM	9-10p	1	:30 1	\$2,050.00 P02	0.00 NM	1	\$2,050.00
				»A MILLION LITT	LE THINGS							
	(Progran	n: »A MILL	ION LITTI	E THINGS)302 Inc	lex: 125. Niels	sen: 3.49873725	0745549					
	Star	t Date	End Date	Weekdays	Spots/Week	Rate F	Rating					
W	eek: 10/0)5/20	0/11/20	1	1	\$2,050.00	0.00			I		

Print Date: 08/28/20 13:39:07 Page 2 of 3

Order / Rev:	1962403	Advertiser:	ISS/ Keep Kentucky Great	
Alt Order #:	WOC12431906	Product Desc:	Kentucky	WHAS
Flight Dates:	10/06/20 - 10/12/20	Estimate:	5200	

GOLDBERGS/SCHOOLED (Program: *GOLDBERGS/SCHOOLED)302 Index: 120. Nielsen: 3.350124089990164 Start Date End Date Weekdays Spots/Week Rating 0.00 N 3 All 10/06/20 10/11/20 NCAA FB Daytime GameOM 330-7p 1 :30 1 \$1,450.00 P02 0.00 NM N 3 All 10/06/20 10/10/20 NCAA FB Daytime GameOM 330-7p 1 :30 1 \$1,450.00 P02 0.00 NM N 3 All 10/06/20 10/10/20 NCAA FB Daytime GameOM 300-7p 1 :30 1 \$1,450.00 P02 0.00 NM N 4 All 10/06/20 10/01/20 Week: 10/05/20 10/11/20 1 :30 1 \$1,450.00 N 4 All 10/06/20 10/09/20 Fit Prime Other CM 8-11p :30 \$1,31,325.00 P02 0.00 NM N 4 All 10/06/20 Tue Prime B CM 9-1 :30 \$1,31,075.00 P02 0.00 NM N 5 All 10/06/20 Tue Prime B	Ln	Ch	Start	End	Inventory Code	Break	Start/End ⁻	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N 2 All 10/06/20 10/07/20 Week To The State Sta		Sta	rt Date	End Date		Spots/Week	Rate	Rating					
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(Program: *ABC COLLEGE FOOTBALL 330P)302 Index: 105. Nielsen: 3.376553492823721 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/06/20 10/09/20 Fri Prime Other CM 8-11p 1- :30 1 \$1,325.00 P02 0.00 NM N 4 All 10/06/20 10/09/20 Fri Prime Other CM 8-11p :30 1 \$1,325.00 P02 0.00 NM 20/20 Program: *20/20/302 Index: 120. Nielsen: 2.7476183205107246 Start Date End Date Weekdays Spots/Week Rate 0.00 N 5 All 10/06/20 10/07/20 The Prime B CM -1 :30 1 \$1,075.00 P02 0.00 NM MKED-ISH/VBLACK-ISH)302 Index: 115. Nielsen: 2.9878134263303586 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/06/20 10/11/20 -1 Stirt Date End Date Weekdays Spots/Week Rate Rating Week: 10/06/20 10/11/20 -1 1 \$1,075.00 <td>N 3</td> <td>All</td> <td>10/06/2</td> <td>0 10/10/20</td> <td>NCAA FB Daytim</td> <td>e Gam€M</td> <td>330-7p</td> <td> 1-</td> <td>:30</td> <td>1 \$1,450.00 P02</td> <td>0.00 NM</td> <td>1</td> <td>\$1,450.00</td>	N 3	All	10/06/2	0 10/10/20	NCAA FB Daytim	e Gam € M	330-7p	1-	:30	1 \$1,450.00 P02	0.00 NM	1	\$1,450.00
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Start Date End Date Weekdays Spots/Week Rate Rating			10,00,2					-		• • • • • • • • • • • • • • • • • • • •	0.00		<i>ψ</i> ,
	(Progra	m: »FUN	NIEST HOM	IE VIDEOS)302 Inc	dex: 132. Niels	en: 4.354129	993864664					
Week: 10/05/20 10/11/201 1 \$1,450.00 0.00													
					-								•
	N10	All	10/06/2	0 10/10/20			•	1-	:30	1 \$850.00 P02	0.00 NM	1	\$850.00
»ABC COLLEGE FOOTBALL 12 (Program: »ABC COLLEGE FOOTBALL 12P)302 Index: 116. Nielsen: 3.0252534027979103	(Program	m [.] »ABC					252534027979103					
Start Date End Date Weekdays Spots/Week Rate Rating	(-	_				_					1	
Week: 10/05/20 10/11/201- 1 \$850.00 0.00	We												
N11 All 10/06/20 10/10/20 NCAA Football Prime CM 8-1130p1- :30 1 \$1,200.00 P02 0.00 NM 1 \$1,200.00	N11	All	10/06/2	0 10/10/20	NCAA Football P	rime CM	8-1130p	1 -	:30	1 \$1,200.00 P02	0.00 NM	1	\$1,200.00
»ABC PRIME COLLEGE FOOT		_										1	
(Program: »ABC PRIME COLLEGE FOOTBALL)302 Index: 102. Nielsen: 5.685521341254688	(_			·	_		38				
Start Date End Date Weekdays Spots/Week Rate Rating	١٨/ -											1	
									.20	2 \$1 450 00 D02	0.00 NIM		¢4.250.00
N 12 All 10/06/20 10/12/20 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	IN 12	All	10/06/20	0 10/12/20			030-7p	1-1-1	.30	5 φ1,450.00 P02	U.UU INIVI	3	\$4,350.00
(Program: »ABC World News)302 Index: 135. Nielsen: 6.105724256234987	(Program	m: »ABC	World News			2425623498	37				1	
Start Date End Date Weekdays Spots/Week Rate Rating	```	-	_				_						
Week: 10/06/20 10/12/20 1-1-1- 3 \$1,450.00 0.00	We	ek: 10/	06/20									1	
	N13	All	10/06/2	0 10/09/20	•		730-8p	111	:30	3 \$800.00 P02	0.00 NM	3	\$2,400.00
»INSIDE EDITION	,	(De	MINIOU				2402004044	4				1	
(Program: »INSIDE EDITION)302 Index: 125. Nielsen: 5.043334038043144 Start Date End Date Weekdays Spots/Week Rate Rating	(1	
Start Date <u>Weekdays</u> Spots/Week Rate Rating		Sid	Dale	LING Dale	weekuays	Opolo/ WEEK	Nale	rauny					

Print Date: 08/28/20 13:39:07 Page 3 of 3

Order / Rev:	1962403	Advertiser:	ISS/ Keep Kentucky Great	
Alt Order #:	WOC12431906	Product Desc:	Kentucky	WHAS
Flight Dates:	10/06/20 - 10/12/20	Estimate:	5200	

Ln Ch	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						
Week:	10/05/20	10/11/20	111	3	\$800.00	0.00						
N14 All	10/06/2	20 10/12/20	ET 7-730p	CM	7-730p	11-1	:30	3	\$800.00 P02	0.00 NM	3	\$2,400.00
			»ENTERTAINME	NT TONIGHT								
(Prog	ram: »ENT	ERTAINME	NT TONIGHT)302 I	ndex: 129. Nie	elsen: 4.960 [°]	788999037845						
5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/06/20	10/12/20	11-1	3	\$800.00	0.00						
N15 All	10/06/2	20 10/09/20	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 & 6	5.							
(Prog	gram: »WH/	AS11 NEWS	@ 6 & amp; 630p \$	Su-F)302 Inde	x: 134. Niels	en: 4.8825486174	13491					
5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/05/20	10/11/20	- 1- 11	3	\$800.00	0.00						
N16 All	10/06/2	20 10/11/20	LN (M-Su)	CM	11:00 PM-1	1:30 Pl1	:30	1	\$600.00 P02	0.00 NM	1	\$600.00
	WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)											
(Prog	(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 4.642510297340454											
9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/05/20	10/11/20	1	1	\$600.00	0.00						
										Totals	24	\$28,050.00