

ORDER

Orders
Order / Rev: 1962481
Alt Order #: WOC12431879
Product Desc: Kentucky
Estimate: 5194
Flight Dates: 09/15/20 - 09/21/20
Original Date / Rev: 03/23/20 / 08/27/20
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
08/31/20	09/21/20	48	\$36,475.00	\$31,003.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	48	\$36,475.00	\$31,003.75	0.00
Totals	48	\$36,475.00	\$31,003.75	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	16%	\$36,475.00
Market	100%	\$227,968.75

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$47,873.44
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$43,314.06
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$100,306.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/15/20	09/21/20	Good Morning America	CM	7-9a	11111--	:30	5	\$600.00	P02	0.00	NM	5	\$3,000.00
(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.452719681431284 Start Date: 09/15/20 End Date: 09/21/20 Weekdays: 11111-- Spots/Week: 5 Rate: \$600.00 Rating: 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
N 2	All	09/15/20	09/18/20	Local News @ 4p M-F	CM	4-5p	--1-1--	:30	2	\$275.00	P02	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	11111--		5				\$600.00		0.00			
		(Program: »WHAS11 NEWS @ 4P)302 Index: 131. Nielsen: 2.526081264637715													
N 3	All	09/15/20	09/21/20	Local News @ 5p M-F	CM	5-530p	11-1---	:30	3	\$600.00	P02	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/20	09/20/20	--1-1--		2				\$275.00		0.00			
		(Program: »WHAS11 NEWS @ 5p)302 Index: 133. Nielsen: 3.5662265317244737													
N 4	All	09/15/20	09/18/20	Local News @ 6p M-F	CM	6-630p	-11-1--	:30	3	\$725.00	P02	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/20	09/20/20	-11-1--		3				\$725.00		0.00			
		(Program: »WHAS11 NEWS @ 530P)302 Index: 137. Nielsen: 3.943636297885746													
N 5	All	09/15/20	09/21/20	Local News @ 6p M-F	CM	6-630p	1-11---	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	1-11---		3				\$800.00		0.00			
		(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 138. Nielsen: 4.8878518966046505													
N 6	All	09/15/20	09/18/20	ABC World News	CM	630-7p	-1-11--	:30	3	\$1,450.00	P02	0.00	NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/20	09/20/20	-1-11--		3				\$1,450.00		0.00			
		(Program: »ABC World NEWS)302 Index: 141. Nielsen: 6.1669815859128745													
N 7	All	09/15/20	09/21/20	ET 7-730p	CM	7-730p	1-1-1--	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	1-1-1--		3				\$800.00		0.00			
		(Program: »ENTERTAINMENT TONIGHT)302 Index: 130. Nielsen: 4.992020339685012													
N 8	All	09/15/20	09/21/20	Inside Ed 730-8p	CM	730-8p	11-1---	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	11-1---		3				\$800.00		0.00			
		(Program: »INSIDE EDITION)302 Index: 128. Nielsen: 4.838562163509355													
N 9	All	09/15/20	09/21/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,925.00	P02	0.00	NM	2	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	1-----		1				\$1,925.00		0.00			
		(Program: »DANCING WITH THE STARS)302 Index: 123. Nielsen: 6.327345885316947													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	All	09/15/20-09/21/20	Mon Prime Other	8-11p	M-----	:30		(\$1,925.00)		0.00	NM		
					See MG 9.2,9.3										
					[Program Change] NFL Football										
		2	All	09/15/20-09/21/20	Fri Prime A	8-9p	-----F----	:30		\$850.00		0.00	NM		
					Ⓜ MG for 9.1 09/21										
		3	All	09/15/20-09/21/20	Wed Prime B	9-10p	--W-----	:30		\$1,075.00		0.00	NM		
					Ⓜ MG for 9.1 09/21										
N 11	All	09/15/20	09/21/20	LN (M-Su)	CM	11-1135p	11111--	:30	5	\$600.00	P02	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	11111--		5				\$600.00		0.00			
		(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 3.0440009693611136													
N 15	All	09/15/20	09/17/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$725.00	P02	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/20	09/20/20	---1---		1				\$725.00		0.00			
		(Program: »HOLEY MOLEY)302 Index: 120. Nielsen: 4.6052446160737315													
N 16	All	09/15/20	09/17/20		CM	9-10p	---1---	:30	1	\$725.00	P02	0.00	NM	1	\$725.00

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Thu Prime B »FAMILY FOOD FIGHT (Program: »FAMILY FOOD FIGHT)302 Index: 125. Nielsen: 3.949269338735419 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 --- 1--- 1 \$725.00 0.00															
N17	All	09/15/20	09/18/20	Fri Prime A	CM	8-9p	---- 1--	:30	1	\$950.00	P02	0.00	NM	1	\$950.00
»WOMEN OF THE MOVEMENT (Program: »WOMEN OF THE MOVEMENT)302 Index: 129. Nielsen: 2.366952736672364 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ---- 1-- 1 \$950.00 0.00															
N19	All	09/15/20	09/19/20	Local News @ 9a Sa	CM	9-930a	----- 1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
»WAKE UP WEEKEND 9-10A (Program: »WAKE UP WEEKEND 9-10A)302 Index: 135. Nielsen: 3.447116022714845 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1- 1 \$200.00 0.00															
N20	All	09/15/20	09/19/20	NCAA FB Daytime Gam	CM	12-330p	----- 1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
»ABC COLLEGE FOOTBALL 12 (Program: »ABC COLLEGE FOOTBALL 12P)302 Index: 108. Nielsen: 3.6059975689512154 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1- 1 \$850.00 0.00															
N21	All	09/15/20	09/19/20	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: 109. Nielsen: 4.42841534211621 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1- 1 \$1,450.00 0.00															
N22	All	09/15/20	09/19/20	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: 100. Nielsen: 3.6170645490318636 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1- 1 \$1,200.00 0.00															
N23	All	09/15/20	09/19/20	LN (M-Su)	CM	11:00 PM-11:30 PM	----- 1-	:30	1	\$350.00	P02	0.00	NM	1	\$350.00
»WHAS11 NEWS AT 11 SAT (11:00 PM-11:30 PM) (Program: »WHAS11 NEWS AT 11 SAT)302 Index: 121. Nielsen: 3.9474178686550916 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1- 1 \$350.00 0.00															
N24	All	09/15/20	09/20/20	Good Morning America	CM	8:00 AM-9:00 AM	----- 1	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »GOOD MORNING AMERICA)302 Index: 138. Nielsen: 2.6970237079818946 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1 1 \$275.00 0.00															
N25	All	09/15/20	09/20/20	This Week Su	CM	9-10a	----- 1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
»THIS WEEK (Program: »THIS WEEK)302 Index: 135. Nielsen: 2.2044970974117977 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1 1 \$475.00 0.00															
N26	All	09/15/20	09/20/20	Soccer Various	CM	Various	----- 1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
»WNBA CONNECTICUT @ WA (Program: »WNBA CONNECTICUT @ WASHINGTON)302 Index: 121. Nielsen: 0.4348174365059479 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1 1 \$475.00 0.00															
N27	All	09/15/20	09/20/20	Sun Prime Other 2nd Half	CM	6-10p	----- 1	:30	1	\$3,600.00	P02	0.00	NM	1	\$3,600.00
»EMMY AWARDS (Program: »EMMY AWARDS)302 Index: 120. Nielsen: 3.6481877058073424 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/20 09/20/20 ----- 1 1 \$3,600.00 0.00															
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	All	09/14/20-09/20/20	Sun Prime Other 2nd Half	6-10p	-----Su	:30	\$3,600.00	0.00	NM						
See MG 27.2 [Input Error-incorrect inv code/Emmy Awards-mw]															
2	All	09/14/20-09/20/20	Emmy Awards	Various	-----Su	:30	\$3,600.00	0.00	NM						
MG for 27.1 09/20															

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N28	All	09/15/20	09/20/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)	CM	11:00 PM-11:30 PM	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 129. Nielsen: 5.171379476656659															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/14/20	09/20/20	-----1			1		\$600.00		0.00				
N29	All	09/15/20	09/18/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON	CM	12-1p	-1-11--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
(Program: »WHAS11 NEWS AT NOON)302 Index: 147. Nielsen: 2.2246751741742194															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/14/20	09/20/20	-1-11--			3		\$200.00		0.00				
													Totals	48	\$36,475.00