

ORDER

Orders
Order / Rev: 1962403
Alt Order #: WOC12431906
Product Desc: Kentucky
Estimate: 5200
Flight Dates: 10/06/20 - 10/12/20
Original Date / Rev: 03/23/20 / 10/02/20
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	10/12/20	25	\$28,050.00	\$23,842.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	25	\$28,050.00	\$23,842.50	0.00
Totals	25	\$28,050.00	\$23,842.50	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%	\$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	10/06/20	10/08/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
(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: 10/05/20 10/11/20 ---1--- 1 \$2,050.00 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
N 2	All	10/06/20	10/07/20	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:		10/05/20	10/11/20	---1---			1			\$2,050.00			0.00		
N 3	All	10/06/20	10/10/20	NCAA FB Daytime Late	GM	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:		10/05/20	10/11/20	--1----			1			\$1,800.00			0.00		
N 4	All	10/06/20	10/09/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$1,325.00	P02	0.00	NM	3	\$3,175.00
»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:		10/05/20	10/11/20	----1--			1			\$1,325.00			0.00		
<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	10/05/20-10/11/20	Fri Prime Other		8-11p		-----F----	:30	(\$1,325.00)	0.00	NM				
See MG 4.2,4.3,4.4															
[Program Change-NBA Finals-mw]															
2	All	10/05/20-10/11/20	Prime Political Program		Various		--W-----	:30	\$3,000.00	0.00	NM				
Ⓜ MG for 5.1,4.1															
[Approved 10/2]															
3	All	10/06/20-10/11/20	Local News @ 430a M-F		430-5a		-TwThF----	:30	\$100.00	0.00	NM				
Ⓜ MG for 5.1,4.1															
[Approved 10/2]															
4	All	10/05/20-10/11/20	Nightline		1237-106a		--W-----	:30	\$75.00	0.00	NM				
Ⓜ MG for 5.1,4.1															
[Approved 10/2]															
N 5	All	10/06/20	10/06/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	0	\$0.00
»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:		10/05/20	10/11/20	-1-----			1			\$1,075.00			0.00		
<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	10/05/20-10/11/20	Tue Prime B		9-10p		-T-----	:30	(\$1,075.00)	0.00	NM				
See MG 4.2,4.3,4.4															
[Program Change]															
N 6	All	10/06/20	10/12/20	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:		10/06/20	10/12/20	1-----			1			\$1,925.00			0.00		
N 7	All	10/06/20	10/06/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
(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:		10/05/20	10/11/20	-1-----			1			\$850.00			0.00		
N 8	All	10/06/20	10/11/20	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:		10/05/20	10/11/20	-----1			1			\$1,450.00			0.00		
N 9	All	10/06/20	10/11/20	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:		10/05/20	10/11/20	-----1			1			\$1,450.00			0.00		
N 10	All	10/06/20	10/10/20	NCAA FB Daytime Early	GM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
»ABC COLLEGE FOOTBALL 1:															

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(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:		10/05/20	10/11/20	-----1-		1				\$850.00		0.00			
N 11	All	10/06/20	10/10/20	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:		10/05/20	10/11/20	-----1-		1				\$1,200.00		0.00			
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															
(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:		10/06/20	10/12/20	1-1-1--		3				\$1,450.00		0.00			
N 13	All	10/06/20	10/09/20	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:		10/05/20	10/11/20	--111--		3				\$800.00		0.00			
N 14	All	10/06/20	10/12/20	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:		10/06/20	10/12/20	11-1---		3				\$800.00		0.00			
N 15	All	10/06/20	10/09/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$700.00	P02	0.00	NM	3	\$2,100.00
»WHAS11 NEWS @ 6 & 6															
(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 134. Nielsen: 4.882548617413491															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-1-11--		3				\$700.00		0.00			
N 16	All	10/06/20	10/11/20	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:		10/05/20	10/11/20	-----1		1				\$600.00		0.00			
													Totals	25	\$28,050.00