

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 / 10/16/20
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 | 22 | \$23,575.00 | \$20,038.75 |
| 10/26/20 | 10/26/20 | 5 | \$4,475.00 | \$3,803.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2020 | 22 | \$23,575.00 | \$20,038.75 | 0.00 |
| November 2020 | 5 | \$4,475.00 | \$3,803.75 | 0.00 |
| Totals | 27 | \$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 | 10/20/20 | 10/23/20 | Local News @ 6p M-F | CM | 6-630p | - 1- 11- - | :30 | 3 | \$700.00 | P01 | 0.00 | NM | 3 | \$2,100.00 |
| »WHAS11 NEWS @ 6 & 6: | | | | | | | | | | | | | | | |
| (Program: »WHAS11 NEWS @ 6 & 6: 630p Su-F)302 Index: 134. Nielsen: 4.882548617413491 | | | | | | | | | | | | | | | |

Order / Rev: 1962578
 Alt Order #: WOC12431951
 Flight Dates: 10/20/20 - 10/26/20

Advertiser: ISS/ Keep Kentucky Great
 Product Desc: Kentucky
 Estimate: 5204
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|-----------|-------------------|-------------------------|------------------|-------|----------------|-----------------------|-----------------|---------------|-------------------------|------------|-------------|---------------|-------|------------|
| N 2 | All | 10/20/20 | 10/26/20 | ABC World News | CM | 630-7p | 1-1-1-- | :30 | 3 | \$1,450.00 | P01 | 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: | | 10/19/20 | 10/25/20 | -1-11-- | | | 3 | | | \$700.00 | | | 0.00 | | |
| N 3 | All | 10/20/20 | 10/26/20 | ET 7-730p | CM | 7-730p | 11-1--- | :30 | 3 | \$800.00 | P01 | 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 | 1-1-1-- | | | 3 | | | \$1,450.00 | | | 0.00 | | |
| N 4 | All | 10/20/20 | 10/23/20 | Inside Ed 730-8p | CM | 730-8p | --111-- | :30 | 3 | \$800.00 | P01 | 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 | P01 | 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 | P01 | 0.00 | NM | 0 | \$0.00 |
| »CONNORS/BLESS THIS MESS (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 | | |
| <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 | 10/19/20-10/25/20 | Tue Prime A | | | | 8-9p | -T----- | :30 | (\$1,325.00) | 0.00 | NM | | | |
| See MG 7.2,7.3,7.4,7.5 [Program Change-Bachelorette/Tu Prime Oth-mw] | | | | | | | | | | | | | | | |
| N 7 | All | 10/20/20 | 10/20/20 | Tue Prime B | CM | 9-10p | -1----- | :30 | 1 | \$1,075.00 | P01 | 0.00 | NM | 4 | \$4,450.00 |
| »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 | | |
| <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 | 10/19/20-10/25/20 | Tue Prime B | | | | 9-10p | -T----- | :30 | (\$1,075.00) | 0.00 | NM | | | |
| See MG 7.2,7.3,7.4,7.5 [Program Change-Bachorette/Tu Prime Oth-mw] | | | | | | | | | | | | | | | |
| 2 | All | 10/19/20-10/25/20 | Prime Political Program | | | | Various | ---Th---- | :30 | \$3,000.00 | 0.00 | NM | | | |
| Ⓜ MG for 9.1,6.1,7.1 [Approved 10/16] | | | | | | | | | | | | | | | |
| 3 | All | 10/19/20-10/25/20 | Tue Prime C | | | | 10-11p | -T----- | :30 | \$1,075.00 | 0.00 | NM | | | |
| Ⓜ MG for 9.1,6.1,7.1 [Approved 10/16] | | | | | | | | | | | | | | | |
| 4 | All | 10/19/20-10/25/20 | Local News @ 4p M-F | | | | 4-5p | -TWThF---- | :30 | \$275.00 | 0.00 | NM | | | |
| Ⓜ MG for 9.1,6.1,7.1 [Approved 10/16] | | | | | | | | | | | | | | | |
| 5 | All | 10/19/20-10/25/20 | Access Daily 10-11a | | | | 10-11a | -TWThF---- | :30 | \$100.00 | 0.00 | NM | | | |
| Ⓜ MG for 9.1,6.1,7.1 [Approved 10/16] | | | | | | | | | | | | | | | |
| N 8 | All | 10/20/20 | 10/21/20 | Wed Prime A | CM | 8-9p | --1---- | :30 | 1 | \$1,800.00 | P01 | 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 | P01 | 0.00 | NM | 0 | \$0.00 |
| »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 | | |

Order / Rev: 1962578
 Alt Order #: WOC12431951
 Flight Dates: 10/20/20 - 10/26/20

Advertiser: ISS/ Keep Kentucky Great
 Product Desc: Kentucky
 Estimate: 5204
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|-------------------------|-------|-------------------|---------|-----|-------------------|-------------------------|-----|---------------|-------------|--------------------|------------|
| | | <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 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | <u>Type</u> | | |
| 1 | All | 10/19/20-10/25/20 | | Thu Prime B | | | | | 1 | (\$2,050.00) | | 0.00 | NM | | |
| See MG 7.2,7.3,7.4,7.5 | | | | | | | | | | | | | | | |
| N10 | All | 10/20/20 | 10/23/20 | Fri Prime Other | CM | 8-11p | ----1-- | :30 | 1 | \$1,325.00 | P01 | 0.00 | NM | 1 | \$1,325.00 |
| (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 | | | |
| N11 | All | 10/20/20 | 10/24/20 | NCAA FB Daytime EarlyGM | CM | 12-330p | -----1- | :30 | 1 | \$850.00 | P01 | 0.00 | NM | 1 | \$850.00 |
| »ABC COLLEGE FOOTBALL 12 | | | | | | | | | | | | | | | |
| (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 | | | |
| N12 | All | 10/20/20 | 10/24/20 | NCAA FB Daytime Late GM | CM | 330-7p | -----1- | :30 | 1 | \$1,450.00 | P01 | 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 | | | |
| N13 | All | 10/20/20 | 10/24/20 | NCAA Football Prime | CM | 8-1130p | -----1- | :30 | 1 | \$1,200.00 | P01 | 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 | | | |
| N14 | All | 10/20/20 | 10/25/20 | Sun Prime A | CM | 7-8p | -----1 | :30 | 1 | \$1,450.00 | P01 | 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 | P01 | 0.00 | NM | 1 | \$1,450.00 |
| »KIDS SAY THE DARNEST T | | | | | | | | | | | | | | | |
| (Program: »KIDS SAY THE DARNEST 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 | P01 | 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 | | | |
| N17 | WHAS | 10/26/20 | 10/26/20 | Local News @ 12p M-F | CM | 12-1p | 1----- | :30 | 1 | \$200.00 | P01 | 0.00 | NM | 1 | \$200.00 |
| Local News @ 12p M-F | | | | | | | | | | | | | | | |
| (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: | | 10/26/20 | 11/01/20 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N18 | WHAS | 10/26/20 | 10/26/20 | Local News @ 430a M-FCM | CM | 430-5a | 1----- | :30 | 1 | \$100.00 | P01 | 0.00 | NM | 1 | \$100.00 |
| Local News @ 430a M-F | | | | | | | | | | | | | | | |
| (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: | | 10/26/20 | 11/01/20 | 1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 27 | \$28,050.00 | |