

# 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 / 09/17/20  
**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	\$41,975.00	\$35,678.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	48	\$41,975.00	\$35,678.75	0.00
<b>Totals</b>	<b>48</b>	<b>\$41,975.00</b>	<b>\$35,678.75</b>	<b>0.00</b>

**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%	\$41,975.00
Market	100%	\$262,343.75

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$55,092.19
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$49,845.31
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$115,431.25

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	\$500.00	P02	0.00	NM	5	\$2,500.00
»GOOD MORNING AMERICA															
(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.452719681431284															
		<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				\$500.00		0.00			

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 Product Desc: Kentucky  
 Estimate: 5194  
**WHAS**

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				\$500.00		0.00			
		(Program: »WHAS11 NEWS @ 4P)302 Index: 131. Nielsen: 2.526081264637715 »WHAS11 NEWS @ 4P													
N 3	All	09/15/20	09/21/20	Local News @ 5p M-F	CM	5-530p	11-1---	:30	3	\$450.00	P02	0.00	NM	3	\$1,350.00
		<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	--1-1--		2				\$275.00		0.00			
		(Program: »WHAS11 NEWS @ 5p)302 Index: 133. Nielsen: 3.5662265317244737 »WHAS11 NEWS @ 5p													
N 4	All	09/15/20	09/18/20	Local News @ 530p M-F	CM	530-6p	-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	-11-1--		3				\$600.00		0.00			
		(Program: »WHAS11 NEWS @ 530P)302 Index: 137. Nielsen: 3.943636297885746 Local News @ 530p M-F													
N 5	All	09/15/20	09/21/20	Local News @ 6p M-F	CM	6-630p	1-11---	:30	3	\$700.00	P02	0.00	NM	3	\$2,100.00
		<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				\$700.00		0.00			
		(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 138. Nielsen: 4.8878518966046505 »WHAS11 NEWS @ 6 & 630p Su-F													
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 »ABC World NEWS													
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 »ENTERTAINMENT TONIGHT													
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 »INSIDE EDITION													
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	\$10,850.00
		<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 »DANCING WITH THE STARS													
<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		<del>(\$1,925.00)</del>		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		<del>(\$1,075.00)</del>		0.00	NM		
		See MG 9.4 [Program Change-ABC Net Spec/Wed Prime Oth-mw]													
4	All	09/15/20-09/21/20	NCAA Football Prime			8-1130p	-----Sa--	:30		\$10,000.00		0.00	NM		
		MG for 22.1,9.3 [Approved 9/14]													
N 11	All	09/15/20	09/21/20	LN (M-Su)	CM	11-1135p	11111--	:30	5	\$500.00	P02	0.00	NM	5	\$2,500.00
		<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				\$500.00		0.00			
		(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 3.0440009693611136 »WHAS11 NEWS AT 11 M-F/SU													

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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:		09/15/20	09/21/20	11111--					5	\$500.00		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>		
5	All	09/15/20-09/21/20		LN (M-Su)					11-1135p	MTWThF----	:30	<del>(\$500.00)</del>	0.00	NM		
See MG 11.6 [Program Change-11p News DB-mw]																
6	All	09/15/20-09/21/20		Local News @ 11p M-F DB	Various					M-----	:30	\$500.00	0.00	NM		
Ⓜ MG for 11.5 09/21																
N15	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	
»HOLEY MOLEY (Program: »HOLEY MOLEY)302 Index: 120. Nielsen: 4.6052446160737315																
		<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				
N16	All	09/15/20	09/17/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$725.00	P02	0.00	NM	1	\$725.00	
»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 EarlyGM		12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00	
»ABC COLLEGE FOOTBALL 12P (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 Late GM		330-7p	-----1-	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00	
»ABC COLLEGE FOOTBALL 3P (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				
<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	09/14/20-09/20/20		NCAA FB Daytime Late Gam		330-7p				-----Sa--	:30	<del>(\$1,450.00)</del>	0.00	NM		
See MG 21.2 [Program Change]																
2	All	09/14/20-09/20/20		NCAA FB Daytime Late Gam		330-7p				-----Sa--	:30	\$1,450.00	0.00	NM		
Ⓜ MG for 21.1 09/19																
N22	All	09/15/20	09/19/20	NCAA Football Prime	CM	8-1130p	-----1-	:30	1	\$1,200.00	P02	0.00	NM	0	\$0.00	
»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				
<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	09/14/20-09/20/20		NCAA Football Prime		8-1130p				-----Sa--	:30	<del>(\$1,200.00)</del>	0.00	NM		
See MG 9.4 [Program Change]																
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																

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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				
<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	09/14/20-09/20/20		Soccer Various		Various	-----Su	:30		<del>(\$475.00)</del>		0.00	NM		
See MG 26.2															
2	All	09/20/20-09/20/20		WNBA		Various	-----Su	:30		\$475.00		0.00	NM		
Ⓜ MG for 26.1 09/20															
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				
<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	09/14/20-09/20/20		Sun Prime Other 2nd Half		6-10p	-----Su	:30		<del>(\$3,600.00)</del>		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															
N28	All	09/15/20	09/20/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
				»WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)											
				(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		\$500.00		0.00				
N29	All	09/15/20	09/18/20	Local News @ 12p M-F	CM	12-1p	-1-1---	:30	2	\$200.00	P02	0.00	NM	2	\$400.00
				»WHAS11 NEWS AT NOON											
				(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	-1-1---			2		\$200.00		0.00				
N30	WHAS	09/15/20	09/18/20	Jimmy Kimmel DB*	CM	1205-107a	--1----	:30	1	\$75.00	P02	0.00	NM	1	\$75.00
				Jimmy Kimmel DB											
				(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----			1		\$75.00		0.00				
N31	WHAS	09/15/20	09/20/20	NCIS NO 1205-105a Sa	CM	1205-105a	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
				NCIS: NO 1205-105a Sa											
				(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-			1		\$125.00		0.00				
													Totals	48	\$41,975.00