

# ORDER

**Orders**  
**Order / Rev:** 1962559  
**Alt Order #:** WOC12431880  
**Product Desc:** Kentucky  
**Estimate:** 5196  
**Flight Dates:** 09/22/20 - 09/28/20  
**Original Date / Rev:** 03/23/20 / 09/21/20  
**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	09/27/20	48	\$28,875.00	\$24,543.75
09/28/20	09/28/20	8	\$5,175.00	\$4,398.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	48	\$28,875.00	\$24,543.75	0.00
October 2020	8	\$5,175.00	\$4,398.75	0.00
<b>Totals</b>	<b>56</b>	<b>\$34,050.00</b>	<b>\$28,942.50</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%	\$34,050.00
Market	100%	\$212,812.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$44,690.62
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$40,434.38
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$93,637.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/22/20	09/25/20	Good Morning America	CM	7-9a	-1111--	:30	4	\$475.00	P02	0.00	NM	4	\$1,900.00
				»GOOD MORNING AMERICA											
(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.452719681431284															

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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:		09/21/20	09/27/20	-1111--					4	\$475.00		0.00			
N 2	All	09/22/20	09/28/20	Good Morning America	CM	7-9a	1-----	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
				»GOOD MORNING AMERICA											
				(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.4305712039194294											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	1-----					1	\$500.00		0.00			
N 3	All	09/22/20	09/25/20	Local News @ 5p M-F	CM	5-530p	-1--1--	:30	2	\$425.00	P02	0.00	NM	2	\$850.00
				»WHAS11 NEWS @ 5p											
				(Program: »WHAS11 NEWS @ 5p)302 Index: 133. Nielsen: 3.5662265317244737											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-1--1--					2	\$425.00		0.00			
N 4	All	09/22/20	09/28/20	Local News @ 5p M-F	CM	5-530p	1-----	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
				»WHAS11 NEWS @ 5p											
				(Program: »WHAS11 NEWS @ 5p)302 Index: 133. Nielsen: 3.2438561858081787											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	1-----					1	\$450.00		0.00			
N 5	All	09/22/20	09/24/20	Local News @ 530p M-F	CM	530-6p	--11---	:30	2	\$525.00	P02	0.00	NM	2	\$1,050.00
				»WHAS11 NEWS @ 530P											
				(Program: »WHAS11 NEWS @ 530P)302 Index: 137. Nielsen: 3.943636297885746											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	--11---					2	\$525.00		0.00			
N 6	All	09/22/20	09/28/20	Local News @ 530p M-F	CM	530-6p	1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				»WHAS11 NEWS @ 530P											
				(Program: »WHAS11 NEWS @ 530P)302 Index: 133. Nielsen: 3.7571427062801384											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	1-----					1	\$600.00		0.00			
N 7	All	09/22/20	09/25/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$675.00	P02	0.00	NM	3	\$2,025.00
				»WHAS11 NEWS @ 6 & 630p Su-F											
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 138. Nielsen: 4.8878518966046505											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-1-11--					3	\$675.00		0.00			
N 8	All	09/22/20	09/25/20	ABC World News	CM	630-7p	--1-1--	:30	2	\$1,450.00	P02	0.00	NM	2	\$2,900.00
				»ABC World NEWS											
				(Program: »ABC World NEWS)302 Index: 141. Nielsen: 6.1669815859128745											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	--1-1--					2	\$1,450.00		0.00			
N 10	All	09/22/20	09/24/20	ET 7-730p	CM	7-730p	-1-1---	:30	2	\$800.00	P02	0.00	NM	2	\$1,600.00
				»ENTERTAINMENT TONIGHT											
				(Program: »ENTERTAINMENT TONIGHT)302 Index: 130. Nielsen: 4.992020339685012											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-1-1---					2	\$800.00		0.00			
N 11	All	09/22/20	09/28/20	ET 7-730p	CM	7-730p	1-----	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				»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:		09/22/20	09/28/20	1-----					1	\$800.00		0.00			
N 12	All	09/22/20	09/25/20	Inside Ed 730-8p	CM	730-8p	-11-1--	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
				»INSIDE EDITION											
				(Program: »INSIDE EDITION)302 Index: 128. Nielsen: 4.838562163509355											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-11-1--					3	\$800.00		0.00			
N 13	All	09/22/20	09/28/20	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:		09/22/20	09/28/20	1-----					1	\$1,925.00		0.00			
N 14	All	09/22/20	09/24/20	LN (M-Su)	CM	11-1135p	--11---	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
				»WHAS11 NEWS AT 11 M-F/S											
				(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 3.0440009693611136											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	--11---					2	\$500.00		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 15	All	09/22/20	09/28/20	LN (M-Su)	CM	11:00 PM-11:30 PM	1-----	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
(Program: »WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM) »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: 2.8932100770879785															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	--11---			2			\$500.00			0.00		
N 17	All	09/22/20	09/22/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	4	\$2,150.00
(Program: »MIXED-ISH/BLACK-ISH »MIXED-ISH/BLACK-ISH (Program: »MIXED-ISH/BLACK-ISH)302 Index: 120. Nielsen: 3.367173374504887															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-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	09/21/20-09/27/20		Tue Prime B			9-10p	-T-----	:30	<del>(\$1,075.00)</del>	0.00	NM			
See MG 17.2,17.3,17.4,17.5 [[Program Change-DWTS-mw ]															
2	All	09/21/20-09/27/20		Tue Prime Other			8-11p	-T-----	:30	\$1,925.00	0.00	NM			
Ⓜ MG for 35.1,17.1 [Approved 9/16]															
3	All	09/21/20-09/27/20		Nightline			1237-106a	-TwThF----	:30	\$75.00	0.00	NM			
Ⓜ MG for 35.1,17.1 [Approved 9/16]															
4	All	09/21/20-09/27/20		Nightline			1237-106a	-TwThF----	:30	\$75.00	0.00	NM			
Ⓜ MG for 35.1,17.1 [Approved 9/16]															
5	All	09/21/20-09/27/20		Nightline			1237-106a	-TwThF----	:30	\$75.00	0.00	NM			
Ⓜ MG for 35.1,17.1 [Approved 9/16]															
N 22	All	09/22/20	09/25/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
(Program: »20/20)302 Index: 122. Nielsen: 3.0967123191723287 »20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	----1--			1			\$1,325.00			0.00		
N 23	All	09/22/20	09/26/20	NCAA FB Daytime Early	CM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
(Program: »ABC COLLEGE FOOTBALL 12P)302 Index: 108. Nielsen: 3.6059975689512154 »ABC COLLEGE FOOTBALL 1:															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----1-			1			\$850.00			0.00		
N 24	All	09/22/20	09/26/20	NCAA FB Daytime Late	CM	330-7p	-----1-	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
(Program: »ABC COLLEGE FOOTBALL 330P)302 Index: 109. Nielsen: 4.42841534211621 »ABC COLLEGE FOOTBALL 3:															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----1-			1			\$1,450.00			0.00		
N 25	All	09/22/20	09/26/20	NCAA Football Prime	CM	8-1130p	-----1-	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
(Program: »ABC PRIME COLLEGE FOOTBALL)302 Index: 100. Nielsen: 3.6170645490318636 »ABC PRIME COLLEGE FOOT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----1-			1			\$1,200.00			0.00		
N 27	All	09/22/20	09/27/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
(Program: »GOOD MORNING AMERICA)302 Index: 138. Nielsen: 2.6970237079818946 »GOOD MORNING AMERICA (8:00 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----1			1			\$275.00			0.00		
N 28	All	09/22/20	09/27/20	This Week Su	CM	9-10a	-----1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
(Program: »THIS WEEK)302 Index: 135. Nielsen: 2.2044970974117977 »THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----1			1			\$475.00			0.00		
N 29	All	09/22/20	09/27/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
(Program: »FUNNIEST HOME VIDEOS)302 Index: 135. Nielsen: 3.8065111016637774 »FUNNIEST HOME VIDEOS															

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 30	All	09/22/20	09/27/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
»KIDS SAY THE DARNDDEST T (Program: »KIDS SAY THE DARNDDEST THINGS)302 Index: 119. Nielsen: 4.486775172032978 Start Date: 09/21/20, End Date: 09/27/20, Weekdays: -----1, Spots/Week: 1, Rate: \$1,325.00, Rating: 0.00															
Spot 1: All 09/21/20-09/27/20 Sun Prime B, 8-9p, Weekdays: -----Su, Length: :30, Rate: (\$1,325.00), Rtg: 0.00, Type: NM See MG 30.2 [Program Change-20/20 Special Ed/Sun Prime Orh 2nd Half-mw]															
Spot 2: All 09/21/20-09/27/20 Sun Prime Other 2nd Half, 6-10p, Weekdays: -----Su, Length: :30, Rate: \$1,325.00, Rtg: 0.00, Type: NM MG for 30.1 09/27															
N 31	All	09/22/20	09/27/20	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															
N 32	All	09/22/20	09/25/20	Great Day Live 9-10a	CM	9-10a	--111--	:30	3	\$100.00	P02	0.00	NM	3	\$300.00
»GREAT DAY LIVE (Program: »GREAT DAY LIVE)302 Index: 139. Nielsen: 1.048840506135479															
N 33	All	09/22/20	09/25/20	Local News @ 12p M-F	CM	12-1p	-1111--	:30	4	\$200.00	P02	0.00	NM	4	\$800.00
»WHAS11 NEWS AT NOON (Program: »WHAS11 NEWS AT NOON)302 Index: 147. Nielsen: 2.2246751741742194															
N 34	All	09/22/20	09/28/20	Local News @ 12p M-F	CM	12-1p	1-----	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
»WHAS11 NEWS AT NOON (Program: »WHAS11 NEWS AT NOON)302 Index: 140. Nielsen: 2.2210810188836083															
N 35	All	09/22/20	09/23/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$1,075.00	P02	0.00	NM	0	\$0.00
»UNITED WE FALL/SINGLE P/															
(Program: »UNITED WE FALL/SINGLE PARENTS)302 Index: 117. Nielsen: 2.6958359595206463															
Spot 1: All 09/21/20-09/27/20 Wed Prime B, 9-10p, Weekdays: --w-----, Length: :30, Rate: (\$1,075.00), Rtg: 0.00, Type: NM See MG 17.2,17.3,17.4,17.5 [Program Chang-ABC Net Spec/Wed Prime Oth-mw]															
N 36	All	09/22/20	09/24/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$950.00	P02	0.00	NM	1	\$950.00
»STATION 19 (Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312															
N 37	WHAS	09/27/20	09/27/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$700.00	P02	0.00	NM	1	\$700.00
Local News @ 630p Su (Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312															
N 38	WHAS	09/22/20	09/27/20	Local News @ 4p M-F	CM	4-5p	-111---	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
Local News @ 4p M-F (Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312															
N 39	WHAS	09/22/20	09/28/20	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	2	\$200.00	P02	0.00	NM	2	\$400.00
Local News @ 12p M-F (Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312															

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N 40	WHAS	09/22/20	09/25/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	-TWTF--	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
(Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/20	09/27/20	-TWTF--			1		\$275.00		0.00				
N 41	WHAS	09/22/20	09/25/20	Daily Blast Live 3-4p Daily Blast Live 3-4p	CM	3-4p	--W----	:30	1	\$100.00	P02	0.00	NM	1	\$100.00
(Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/21/20	09/27/20	--W----			1		\$100.00		0.00				
													Totals	56	\$34,050.00