ORDER

Alt Order #: WOC12431893 Product Desc: Kentucky Estimate: 5198 Flight Dates: 09/29/20 - 10/05/20 Original Date / Rev: 03/23/20 / 09/25/20 Sales Office: TSWAS Order Type: RFP Buying Contact: Buying Contact: Billing Contact: Ryan Stanley Billing Contact: Billing Contact: Billing Contact: Ryan Stanley Billing Contact: Billing Contact: Billing Contact: Ryan Stanley PO Box 25093 Billing Cycle: Advertiser Name: ISS / Keep Kentucky Great Agency Commission: Product Codes: IS-Candidate/US Senate Advertiser Agency External ID: Revenue Code 1: AGY Revenue Code 2: (POL) Political Revenue Code 3: (POL) Political Revenue Code 3: (POL) Political Revenue Code 3: (POL) Issue Start Date Indate Month # Spots Gross Amount Net Amount Net Amount	Orders	Order / Rev:	1962453							
Estimate: 5198 WHAS Flight Dates: 09/29/20 - 10/05/20 Primary AE: Ben Stecker Original Date / Rev: 03/23/20 / 09/25/20 Sales Office: TSWAS Order Type: RFP Sales Region: NAT Agency Name: Main Street Media Group / POL Billing Type: Cash Buying Contact: Byaing Contact: Billing Contact: Broadcast EOM/EOC Advertiser Name: Kyan Stanley Billing Cycle: EOM/EOC Advertiser Name: ISS/ Keep Kentucky Great EOM/EOC ISS/ Keep Kentucky Great Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Bill Plan Totals General General		Alt Order #:	WOC12431893							
Advertiser Name: 09/29/20 - 10/05/20 Primary AE: Ben Stecker Agency Name: Main Street Media Group / POL Sales Office: TSWAS Buying Contact: Buying Contact: Billing Type: Cash Billing Contact: Ryan Stanley Billing Cole EOM/EOC Advertiser Name: Image: Signature Sales Region: NAT Advertiser Name: Image: Signature Billing Cole EOM/EOC Advertiser Name: Image: Signature Sales Region: 15% Advertiser Name: Image: Signature Sales Region: 15% Advertiser Name: Image: Signature New Business Thru: Image: Signature Product Codes: Is-Candidate/US Senate Advertiser External ID: 187943 Image: Signature Revenue Code 1: AGY Agency External ID: 10862AG Image: Signature Image: Signature Bill Plan Totals Image: Signature Image: Signature </td <td></td> <td>Product Desc:</td> <td>Kentucky</td> <td></td> <td></td>		Product Desc:	Kentucky							
Original Date / Rev: 03/23/20 / 09/25/20 Sales Office: TSWAS Original Date / Rev: 03/23/20 / 09/25/20 Sales Region: NAT Agency Name: Main Street Media Group / POL Bulling Type: Cash Buying Contact: Figure Main Street Media Group / POL Billing Type: Cash Builing Contact: Ryan Stanley Billing Calendar: Broadcast PO Box 25093 Billing Cycle: EOM/EOC Alexandria, VA 22313 Agency Commission: 15% Advertiser Name: ISS/ Keep Kentucky Great New Business Thru: Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Bill Plan Totals Cross Amount Net Amount Month		Estimate:	5198		WHAS					
Order Type: RFP Sales Region: NAT Agency Name: Main Street Media Group / POL Billing Type: Cash Buying Contact: Billing Contact: Billing Calendar: Broadcast		Flight Dates:	09/29/20 - 10/05/20	Primary AE:	Ben Stecker					
Agency Name: Main Street Media Group / POL Buying Contact: Buying Contact: Billing Type: Cash Billing Contact: Ryan Stanley Billing Calendar: Broadcast PO Box 25093 Billing Cycle: EOM/EOC Alexandria, VA 22313 Agency Commission: 15% Advertiser Name: ISS/ Keep Kentucky Great New Business Thru: Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 3: (POL) Political Unit Code: General Bill Plan Totals Totals		Original Date / Rev:	03/23/20 / 09/25/20	Sales Office:	TSWAS					
Buying Contact: Billing Contact: Ryan Stanley Billing Calendar: Broadcast Billing Contact: Ryan Stanley Billing Calendar: Broadcast PO Box 25093 Billing Cycle: EOM/EOC Alexandria, VA 22313 Agency Commission: 15% Advertiser Name: ISS/ Keep Kentucky Great Agency Commission: 15% Demographic: A35+ New Business Thru: 187943 Product Codes: IS-Candidate/US Senate Advertiser External ID: 10862AG Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Bill Plan Totals Totals		Order Type:	RFP	Sales Region:	NAT					
Billing Contact: Ryan Stanley Billing Calendar: Broadcast PO Box 25093 Billing Cycle: EOM/EOC Alexandria, VA 22313 Agency Commission: 15% Advertiser Name: ISS/ Keep Kentucky Great New Business Thru: Demographic: A35+ New Business Thru: 187943 Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Bill Plan Totals Month # Spots Gross Amount Net Amount Rating	Agency	Name:	Main Street Media Group / POL							
PO Box 25093 Billing Cycle: EOM/EOC Alexandria, VA 22313 Agency Commission: 15% Advertiser Name: ISS/ Keep Kentucky Great New Business Thru: Demographic: A35+ New Business Thru: Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Totals Bill Plan Totals		Buying Contact:		Billing Type:	Cash					
Alexandria, VA 22313 Agency Commission: 15% Advertiser Name: ISS/ Keep Kentucky Great 15% Demographic: A35+ New Business Thru: 187943 Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Totals Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating		Billing Contact:	Ryan Stanley	Billing Calendar:						
Advertiser Name: ISS/ Keep Kentucky Great Demographic: A35+ New Business Thru: Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Totals Bill Plan Totals Start Date # Spots Gross Amount Net Amount			PO Box 25093	Billing Cycle:						
Demographic: A35+ New Business Thru: Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Totals Bill Plan Totals Start Date End Date # Spots Gross Amount Net Amount			Alexandria, VA 22313	Agency Commission:	15%					
Product Codes: IS-Candidate/US Senate Advertiser External ID: 187943 Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Totals Bill Plan Totals Start Date End Date # Spots Gross Amount Net Amount	Advertiser	Name:	ISS/ Keep Kentucky Great							
Revenue Code 1: AGY Agency External ID: 10862AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Unit Code: General Bill Plan Totals Month # Spots Gross Amount Net Amount Start Date End Date # Spots Gross Amount Net Amount Output work Output work Output work		Demographic:	A35+	New Business Thru:						
Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Totals Bill Plan Totals Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Rating Output we good 20 \$20,500,00 \$20,500,00 \$20,500,00		Product Codes:	IS-Candidate/US Senate	Advertiser External ID:	10862AG					
Bill Plan Totals Start Date End Date # Spots Gross Amount Net Amount		Revenue Code 1:	AGY	Agency External ID:						
Bill Plan Totals Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating Outputs and Date # Spots Gross Amount Net Amount Outputs and Date Page 050, 500, 00 Page 050, 500, 500, 500, 500, 500, 500, 500		Revenue Code 2:	(POL) Political	Unit Code:						
Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating		Revenue Code 3:	(POL) Issue							
Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating										
	Bill Plan			Totals						
09/28/20 10/05/20 28 \$29,500.00 \$25,075.00 October 2020 28 \$29,500.00 \$25,075.00 0.00	Start Date	End Date # Spots	Gross Amount Net Amount	•						
Totals 28 \$29,500.00 \$25,075.00 0.00	09/28/20	10/05/20 28	\$29,500.00 \$25,075.00							

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Dat	te	Orde	r %
Ben Stecker		•	Start Of Order - End	Of Order	1	00%
Order Share	Share	Total				
WHAS	16%	\$29,500.00				
Market	100%	\$184,375.00				
Competitive Share	Share	Total				
CABLE	0%	\$0.00				
UNKWN	0%	\$0.00				
WAVE	21%	\$38,718.75				
WBKI	0%	\$0.00				
WBNA	0%	\$0.00				
WDRB	19%	\$35,031.25				
WFTE	0%	\$0.00				
WKMJ	0%	\$0.00				
WKPC	0%	\$0.00				
WKZT	0%	\$0.00				
WLKY	44%	\$81,125.00				
Ln Ch Start	End Inventory (Code Break	Start/End Time	Days	Len Spot	s

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type_Spots	Amount
N 1	All	09/29/20	10/04/20	WNBA	CM	Various	1	:30 1	\$1,450.00P02	0.00 NM 1	\$1,450.00
				WNBA							
	(Progran	n: »WBNA	FINALS (GAME 3)302 Index:	121. Nielsen	0.6176214680	717764				
	<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				
W	eek: 09/2	28/20	10/04/20	1	1	\$1,450.00	0.00				

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Order / Rev:	1962453	Advertiser:	ISS/ Keep Kentucky Great	
Alt Order #:	WOC12431893	Product Desc:	Kentucky	WHAS
Flight Dates:	09/29/20 - 10/05/20	Estimate:	5198	

Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots Rate	Pri	Rtg Type	Spots	Amount
Weel	Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
	k: 09/28/20 All 09/29/2	10/04/20 20 10/01/20	Thu Prime B	CM	\$1,450.00 9-10p	0.00	- :30	1 \$2,050.0	0P02	0.00 NM	1	\$2,050.00
			»A MILLION LIT	FLE THINGS		_			0. 02	0.00		<i>\$_,000.00</i>
(Pr	-		LE THINGS)302 In		_							
Weeł	<u>Start Date</u> c: 09/28/20	<u>End Date</u> 10/04/20	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$2,050.00	<u>Rating</u> 0.00						
N 3 /	All 09/29/2	20 09/30/20	Wed Prime A	СМ	8-9p	1	- :30	1 \$1,800.0	0P02	0.00 NM	1	\$1,800.00
(Dr			»GOLDBERGS/S		op: 2 25041	2409000164						
(PI	Start Date	End Date	CHOOLED)302 Inc Weekdays	Spots/Week	Rate	Rating						
Weel	k: 09/28/20	10/04/20	1		\$1,800.00	0.00						
N 4	All 09/29/2	20 10/03/20	NCAA FB Daytim		330-7p	1	- :30	1 \$1,450.0	0P02	0.00 NM	1	\$1,450.00
(Pr	ogram [.] »ABC	COLLEGE	»ABC COLLEGE FOOTBALL 330P)			3765534928237	721					
(* *	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	k: 09/28/20	10/04/20	1-		\$1,450.00	0.00						
N 5 /	All 09/29/2	20 10/02/20	Fri Prime Other »20/20	CM	8-11p	1	- :30	1 \$1,325.0	0P02	0.00 NM	0	\$0.00
(Pr	ogram: »20/2	20)302 Index:	120. Nielsen: 2.74	176189205107	246							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Weel <u>Spot</u>	c: 09/28/20 Ch Date Ra	10/04/20 ange D	1 escription		\$1,325.00 /End Time	0.00	Weekdays	Length	Rate	Rtg Type		
<u>opot</u> 1			ri Prime Other	<u>8-11</u>			F			0.00 NM		
	See MG 6.2											
		hange-NBA		<u>CM</u>	0.40m	-1	.20		0000	0.00 NIM	2	¢0,400,00
N 6	All 09/29/2	20 09/29/20	Tue Prime B »MIXED-ISH/BLA	CM ACK-ISH	9-10p	-1	- :30	1 \$1,075.0	10P02	0.00 INIVI	3	\$2,400.00
(Pr	ogram: »MIX	ED-ISH/BLA	CK-ISH)302 Index		2.98781342	263303586						
Weel	<u>Start Date</u> (: 09/28/20	<u>End Date</u> 10/04/20	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$1,075.00	Rating						
<u>Spot</u>	<u>Ch</u> Date Ra		escription		51,075.00 /End Time	0.00	Weekdays	Length	Rate	Rtg Type		
1		0-10/04/20 T	ue Prime B	9-10	р		-T	:30 (\$1,0 ;	75.00)	0.00 NM		
	See MG 6.2		dential Debate-mw	1								
2		0-10/04/20 T		ر 8-9p			-т	- :30 \$1,5	500.00	0.00 NM		
1	MG for 6.1,	5.1										
3			ILB Wild Card Seri	es Game 2-5p			-T	:30 \$7	50.00	0.00 NM		
(H)	MG for 6.1,		mmy Kimmol	1100	n 1007a		Ŧ	·20 ¢1	50.00	0.00 NM		
4 ଲେ	MG for 6.1,		mmy Kimmel	1135	ip-1237a			:30 \$1	50.00	0.00 INIVI		
	5 · · · ·		Mon Prime Other	СМ	8-11p	1	- :30	1 \$1,925.0	0P02	0.00 NM	1	\$1,925.00
			»DANCING WITI	H THE STARS		_		· · · · · · · · · · · · · · · · · · ·				÷ ,520.00
(Pr	-		THE STARS)302		_							
Weeł	<u>Start Date</u> c: 09/29/20	<u>End Date</u> 10/05/20	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,925.00	<u>Rating</u> 0.00						
N 8	All 09/29/2	20 09/29/20	Tue Prime A	СМ	8-9p	-1	- :30	1 \$1,325.0	0P02	0.00 NM	1	\$1,325.00
/ D			»CONNORS/BLE			E00070004E00E	0					
(Pr	ogram: »CON Start Date	End Date	SS THIS MESS)30 Weekdays	Spots/Week	Nielsen: 3.8 <u>Rate</u>	5202733645805 Rating	3					
Weel	k: 09/28/20	10/04/20	-1		\$1,325.00	0.00						
N 9	All 09/29/2	20 10/04/20	Sun Prime B	СМ	8-9p		1 :30	1 \$1,450.0	0P02	0.00 NM	1	\$1,450.00
(Pr	ogram: »KID	S SAY THE I	»KIDS SAY THE DARNDEST THIN			n 4 3129982236	636					
(11)	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 09/28/20	10/04/20	1		\$1,450.00	0.00						
N 10	All 09/29/2	20 10/04/20	Sun Prime A		7-8p		1 :30	1 \$1,450.0	0P02	0.00 NM	1	\$1,450.00
(Pr	ogram: »FUN	INIEST HOM	»FUNNIEST HOI IE VIDEOS)302 In		en: 4.35412	2993864664						
· · ·	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	: 09/28/20	10/04/20	1		\$1,450.00							

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Order / Rev:	1962453	Advertiser:	ISS/ Keep Kentucky Great	
Alt Order #:	WOC12431893	Product Desc:	Kentucky	WHAS
Flight Dates:	09/29/20 - 10/05/20	Estimate:	5198	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time I	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N11 All	09/29/2	0 10/03/20	NCAA FB Daytime E	,	12-330p		1-	:30	1	\$850.00P02	0.00 NM	1	\$850.00
(Progra	am [.] »ABC		»ABC COLLEGE FC FOOTBALL 12P)302			2525340	27979103						
	art Date	End Date	,	pots/Week	Rate	Rating							
Week: 09	9/28/20	10/04/20	1-	1	\$850.00	0.0	0						
N12 All	09/29/2	0 10/03/20	NCAA Football Prim		8-1130p		1-	:30	1	\$1,200.00P02	0.00 NM	1	\$1,200.00
(Progra	am [.] »ABC		ABC PRIME COLL LLEGE FOOTBALL)3			5 685521	3412546	88					
	art Date	End Date		pots/Week	Rate	Rating							
Week: 09	9/28/20	10/04/20	1-		\$1,200.00	0.0	0						
N13 All	09/29/2	0 10/05/20	ABC World News	CM	630-7p	1.	-1-1	:30	3	\$1,450.00P02	0.00 NM	3	\$4,350.00
(Progra	am [.] »ABC	World News	»ABC World News s)302 Index: 135. Niel	sen: 6 105	7242562349	87							
. 0	art Date	End Date	,	oots/Week	Rate	Rating	l						
Week: 09	9/29/20	10/05/20	1-1-1	3	\$1,450.00	0.0)						
N14 All	09/29/2	0 10/02/20	Inside Ed 730-8p	CM	730-8p		-111	:30	3	\$800.00P02	0.00 NM	3	\$2,400.00
(Progr	am: «INISI		»INSIDE EDITION I)302 Index: 125. Niel	sen: 5 0433	3340380431	44							
. 0	art Date	End Date	,	oots/Week	Rate	Rating	1						
Week: 09		10/04/20	111	3	\$800.00	0.0							
N15 All	09/29/2	0 10/05/20	•	СМ	7-730p	11	1-1	:30	3	\$800.00P02	0.00 NM	3	\$2,400.00
(Progr	m: »ENT		»ENTERTAINMENT NT TONIGHT)302 Ind			78800003	7845						
	art Date	End Date		pots/Week	Rate	Rating							
Week: 09		10/05/20	11-1	3	\$800.00	0.0							
N16 All	09/29/2	0 10/02/20	Local News @ 6p M		6-630p	-1	1-11	:30	3	\$700.00P02	0.00 NM	3	\$2,100.00
(Progr	am: »\//H/		»WHAS11 NEWS @ @ 6 & 630p Su			on: 1 882	5486174	13/01					
	art Date	End Date	- · ·	oots/Week	Rate	Rating		10401					
Week: 09		10/04/20	-1-11	3	\$700.00	0.00							
N17 All	09/29/2	0 10/04/20	, ,	СМ	11:00 PM-1			:30	1	\$600.00P02	0.00 NM	1	\$600.00
(Progr		1911 NEW/9	WHAS11 NEWS A AT 11 M-F/SU)302 Ir										
	art Date	End Date		pots/Week	Rate	Rating							
Week: 09		10/04/20	1	1	\$600.00	0.00							
N18 WHAS	6 09/29/2	0 10/04/20	Local News @ 5a M	-F CM	5-6a	-1	FWTF	:30	1	\$200.00P02	0.00 NM	1	\$200.00
(Dro gr			Local News @ 5a M		Nieleen, 4 G	10510007	240454						
. 0	art Date	End Date	AT 11 M-F/SU)302 II Weekdays Si	oots/Week	Rate	Rating							
Week: 09		10/04/20	-TWTF	<u>1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 </u>	\$200.00	0.00							
N 19 WHAS	6 09/29/2	0 10/04/20	Local News @ 430a	M-FCM	430-5a	-7	TWTF	:30	1	\$100.00P02	0.00 NM	1	\$100.00
(D			Local News @ 430a			10540007	240454						
. 0	am: »WH/ art Date	AS11 NEWS End Date	AT 11 M-F/SU)302 li Weekdays Si	ndex: 127. I pots/Week	Nielsen: 4.64 <u>Rate</u>	12510297 <u>Rating</u>							
Week: 09		10/04/20	-TWTF	<u>1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 </u>	\$100.00	0.00	-						
						-					Totals	28	\$29,500.00
													, , -