

# ORDER

**Orders**  
**Order / Rev:** 1962453  
**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  
**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	10/05/20	28	\$29,500.00	\$25,075.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	28	\$29,500.00	\$25,075.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$29,500.00</b>	<b>\$25,075.00</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%	\$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	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/29/20	10/04/20	WNBA WNBA	CM	Various	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
(Program: »WBNA FINALS GAME 3)302 Index: 121. Nielsen: 0.6176214680717764															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/28/20	10/04/20	-----1		1		\$1,450.00		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	09/29/20	10/01/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
»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:		09/28/20	10/04/20	-----1			1			\$1,450.00			0.00		
N 3	All	09/29/20	09/30/20	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:		09/28/20	10/04/20	---1---			1			\$2,050.00			0.00		
N 4	All	09/29/20	10/03/20	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:		09/28/20	10/04/20	-----1-			1			\$1,450.00			0.00		
N 5	All	09/29/20	10/02/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$1,325.00	P02	0.00	NM	0	\$0.00
»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:		09/28/20	10/04/20	----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	09/28/20-10/04/20		Fri Prime Other			8-11p	----F----	:30	<del>(\$1,325.00)</del>	0.00	NM			
See MG 6.2,6.3,6.4 [Program Change-NBA Finals-mw]															
N 6	All	09/29/20	09/29/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	3	\$2,400.00
»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:		09/28/20	10/04/20	-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	09/28/20-10/04/20		Tue Prime B			9-10p	-T-----	:30	<del>(\$1,075.00)</del>	0.00	NM			
See MG 6.2,6.3,6.4 [Program Change-Presidential Debate-mw]															
2	All	09/28/20-10/04/20		Tue Prime A			8-9p	-T-----	:30	\$1,500.00	0.00	NM			
Ⓜ MG for 6.1,5.1															
3	All	09/28/20-10/04/20		MLB Wild Card Series Game 2-5p				-T-----	:30	\$750.00	0.00	NM			
Ⓜ MG for 6.1,5.1															
4	All	09/28/20-10/04/20		Jimmy Kimmel			1135p-1237a	-T-----	:30	\$150.00	0.00	NM			
Ⓜ MG for 6.1,5.1															
N 7	All	09/29/20	10/05/20	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:		09/29/20	10/05/20	1-----			1			\$1,925.00			0.00		
N 8	All	09/29/20	09/29/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
»CONNORS/BLESS THIS MES (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:		09/28/20	10/04/20	-1-----			1			\$1,325.00			0.00		
N 9	All	09/29/20	10/04/20	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:		09/28/20	10/04/20	-----1			1			\$1,450.00			0.00		
N 10	All	09/29/20	10/04/20	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:		09/28/20	10/04/20	-----1			1			\$1,450.00			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 11	All	09/29/20	10/03/20	NCAA FB Daytime Early	CM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
»ABC COLLEGE FOOTBALL 1:															
(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:		09/28/20	10/04/20	-----1-			1			\$850.00			0.00		
N 12	All	09/29/20	10/03/20	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:		09/28/20	10/04/20	-----1-			1			\$1,200.00			0.00		
N 13	All	09/29/20	10/05/20	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:		09/29/20	10/05/20	1-1-1--			3			\$1,450.00			0.00		
N 14	All	09/29/20	10/02/20	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:		09/28/20	10/04/20	--111--			3			\$800.00			0.00		
N 15	All	09/29/20	10/05/20	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:		09/29/20	10/05/20	11-1---			3			\$800.00			0.00		
N 16	All	09/29/20	10/02/20	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 & 630p Su-F															
(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:		09/28/20	10/04/20	-1-11--			3			\$700.00			0.00		
N 17	All	09/29/20	10/04/20	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:		09/28/20	10/04/20	-----1			1			\$600.00			0.00		
N 18	WHAS	09/29/20	10/04/20	Local News @ 5a M-F	CM	5-6a	-TWTF--	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
»Local News @ 5a 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:		09/28/20	10/04/20	-TWTF--			1			\$200.00			0.00		
N 19	WHAS	09/29/20	10/04/20	Local News @ 430a M-F	CM	430-5a	-TWTF--	:30	1	\$100.00	P02	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:		09/28/20	10/04/20	-TWTF--			1			\$100.00			0.00		
													Totals	28	\$29,500.00