

ORDER

Orders
Order / Rev: 2005660
Alt Order #: WOC12515395
Product Desc: General
Estimate: 580
Flight Dates: 05/28/20 - 05/30/20
Original Date / Rev: 05/27/20 / 07/06/20
Order Type: RFP

WHAS
Primary AE: Ben Stecker
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Ashton Media LLC/ POL
Buying Contact: _____
Billing Contact: _____
PO BOX 122
Ashton, MD 20861

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ Lincoln Project, The
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru: _____
Advertiser External ID: 188296
Agency External ID: 73349AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/20	05/30/20	20	\$16,200.00	\$13,770.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	20	\$16,200.00	\$13,770.00	0.00
Totals	20	\$16,200.00	\$13,770.00	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	22%	\$16,200.00
Market	100%	\$73,636.36

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$57,436.36
WAVE	0%	\$0.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	0%	\$0.00
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	05/28/20	05/29/20	Local News @ 5a M-F	CM	5-6a	--- 11--	1:00	2	\$400.00	P01	0.00	NM	2	\$800.00
(Program: WHAS11 WAKE UP NEWS @ 5A - RATE) WHAS11 WAKE UP NEWS @ 5A - RATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/25/20	05/31/20	--- 11--		2				\$400.00		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	05/28/20	05/29/20	Local News @ 6a M-F	CM	6-7a	---11--	1:00	2	\$650.00	P01	0.00	NM	2	\$1,300.00
				WHAS11 WAKE UP NEWS @ 6											
				(Program: WHAS11 WAKE UP NEWS @ 6A - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---11--			2			\$400.00			0.00		
N 3	All	05/28/20	05/29/20	Good Morning America	CM	7-9a	---22--	1:00	4	\$1,200.00	P01	0.00	NM	4	\$4,800.00
				GOOD MORNING AMERICA - F											
				(Program: GOOD MORNING AMERICA - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---22--			4			\$1,200.00			0.00		
N 4	All	05/28/20	05/29/20	Local News @ 4p M-F	CM	4-5p	---11--	1:00	2	\$550.00	P01	0.00	NM	1	\$550.00
				WHAS11 NEWS @ 4P - RATE											
				(Program: WHAS11 NEWS @ 4P - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---11--			2			\$550.00			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>	
2	All	05/25/20-05/31/20	Local News @ 4p M-F				4-5p			---ThF----	1:00	(\$550.00)	0.00	NM	
Credited															
N 6	All	05/28/20	05/29/20	Local News @ 530p M-F	CM	530-6p	---11--	1:00	2	\$1,200.00	P03	0.00	NM	2	\$2,400.00
				WHAS11 NEWS @ 530P - RAT											
				(Program: WHAS11 NEWS @ 530P - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---11--			2			\$1,200.00			0.00		
N 7	All	05/28/20	05/29/20	Local News @ 6p M-F	CM	6-630p	---11--	1:00	2	\$1,600.00	P01	0.00	NM	2	\$3,200.00
				WHAS11 NEWS @ 6 & 630p Su											
				(Program: WHAS11 NEWS @ 6 & 630p Su-F - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---11--			2			\$1,600.00			0.00		
N 8	All	05/28/20	05/29/20	LN (M-Su)	CM	11-1135p	---11--	1:00	2	\$900.00	P01	0.00	NM	1	\$900.00
				WHAS11 NEWS AT 11 M-F/SU											
				(Program: WHAS11 NEWS AT 11 M-F/SU - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---11--			2			\$900.00			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>	
2	All	05/25/20-05/31/20	LN (M-Su)				11-1135p			---ThF----	1:00	(\$900.00)	0.00	NM	
Credited															
N 9	All	05/28/20	05/30/20	Local News @ 6a Sa	CM	6-7a	-----1-	1:00	1	\$300.00	P01	0.00	NM	1	\$300.00
				WAKE UP WEEKEND 6-7A - R/											
				(Program: WAKE UP WEEKEND 6-7A - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	-----1-			1			\$300.00			0.00		
N 10	All	05/28/20	05/30/20	Good Morning America	CM	7-9a	-----1-	1:00	1	\$400.00	P01	0.00	NM	1	\$400.00
				GOOD MORNING AMERICA - F											
				(Program: GOOD MORNING AMERICA - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	-----1-			1			\$400.00			0.00		
N 11	All	05/28/20	05/30/20	Local News @ 9a Sa	CM	9-930a	-----1-	1:00	1	\$400.00	P01	0.00	NM	1	\$400.00
				WAKE UP WEEKEND 9-10A - F											
				(Program: WAKE UP WEEKEND 9-10A - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	-----1-			1			\$400.00			0.00		
N 12	All	05/28/20	05/30/20	Local News @ 11p Sa	CM	11-1135p	-----1-	1:00	1	\$650.00	P01	0.00	NM	1	\$650.00
				WHAS11 NEWS AT 11 SAT - R											
				(Program: WHAS11 NEWS AT 11 SAT - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	-----1-			1			\$650.00			0.00		
N 13	WHAS	05/28/20	05/29/20	Local News @ 12p M-F	CM	12-1p	---TF--	1:00	2	\$250.00	P03	0.00	NM	2	\$500.00
				Local News @ 12p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/25/20	05/31/20	---TF--			2			\$250.00			0.00		

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/20	05/31/20	---TF--		2				\$250.00		0.00			
													Totals	20	\$16,200.00