

ORDER

Orders
Order / Rev: 2040591
Alt Order #: WOC12597551
Product Desc: Kentucky
Estimate: 5414
Flight Dates: 08/18/20 - 08/24/20
Original Date / Rev: 07/09/20 / 08/17/20
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/ One Nation
Demographic: A35+
Product Codes: IS-Candidate/US
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru: _____
Advertiser External ID: 103780
Agency External ID: 10862AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/24/20	45	\$19,975.00	\$16,978.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	45	\$19,975.00	\$16,978.75	0.00
Totals	45	\$19,975.00	\$16,978.75	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	18%	\$19,975.00
Market	100%	\$110,972.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$90,997.22
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	08/18/20	08/24/20	Good Morning America	CM	7-9a	11111--	:30	5	\$375.00	P02	0.00	NM	5	\$1,875.00
(Program: »GOOD MORNING AMERICA - Rate)302 Index: 129. Nielsen: 3.0 »GOOD MORNING AMERICA - <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/18/20 08/24/20 11111-- 5 \$375.00 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	08/18/20	08/24/20	Local News @ 5p M-F	CM	5-530p	1-11---	:30	3	\$300.00	P02	0.00	NM	3	\$900.00
				»WHAS11 NEWS @ 5p - Rate											
				(Program: »WHAS11 NEWS @ 5p - Rate)302 Index: 133. Nielsen: 2.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	1111--			5			\$375.00		0.00			
N 3	All	08/18/20	08/21/20	Local News @ 530p M-FCM	CM	530-6p	--111--	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00
				»WHAS11 NEWS @ 530P - Rate											
				(Program: »WHAS11 NEWS @ 530P - Rate)302 Index: 136. Nielsen: 3.3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	1-11---			3			\$300.00		0.00			
N 4	All	08/18/20	08/24/20	Local News @ 6p M-F	CM	6-630p	11-1---	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00
				»WHAS11 NEWS @ 6 & 630p											
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F - Rate)302 Index: 133. Nielsen: 3.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	11-1---			3			\$350.00		0.00			
N 5	All	08/18/20	08/24/20	ABC World News	CM	630-7p	1-1-1--	:30	3	\$450.00	P02	0.00	NM	3	\$1,350.00
				»ABC WORLD NEWS - Rate											
				(Program: »ABC WORLD NEWS - Rate)302 Index: 137. Nielsen: 4.4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	1-1-1--			3			\$450.00		0.00			
N 6	All	08/18/20	08/24/20	ET 7-730p	CM	7-730p	11-1---	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
				»ENTERTAINMENT TONIGHT											
				(Program: »ENTERTAINMENT TONIGHT - Rate)302 Index: 128. Nielsen: 3.4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	11-1---			3			\$400.00		0.00			
N 7	All	08/18/20	08/21/20	Inside Ed 730-8p	CM	730-8p	-11-1--	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
				»INSIDE EDITION - Rate											
				(Program: »INSIDE EDITION - Rate)302 Index: 125. Nielsen: 3.4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/17/20	08/23/20	-11-1--			3			\$400.00		0.00			
N 8	All	08/18/20	08/24/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,100.00	P02	0.00	NM	1	\$1,100.00
				»BACH IN PARADISE - Rate											
				(Program: »BACH IN PARADISE - Rate)302 Index: 120. Nielsen: 4.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	1-----			1			\$1,100.00		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	08/18/20-08/24/20	Mon Prime Other				8-11p			M-----	:30	(\$1,100.00)	0.00	NM	
See MG 8.2															
2	All	08/18/20-08/24/20	Mon Prime A				8-9p			M-----	:30	\$1,100.00	0.00	NM	
Ⓜ MG for 8.1 08/24															
N 9	All	08/18/20	08/24/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				»THE HUSTLER - Rate											
				(Program: »THE HUSTLER - Rate)302 Index: 124. Nielsen: 3.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	1-----			1			\$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	08/18/20-08/24/20	Mon Prime Other				8-11p			M-----	:30	(\$600.00)	0.00	NM	
See MG 9.2															
2	All	08/18/20-08/24/20	Mon Prime B				9-10p			M-----	:30	\$600.00	0.00	NM	
Ⓜ MG for 9.1 08/24															
N 10	All	08/18/20	08/24/20	LN (M-Su)	CM	11-1135p	11111--	:30	5	\$375.00	P02	0.00	NM	5	\$1,875.00
				»WHAS11 NEWS AT 11 M-F/SU											
				(Program: »WHAS11 NEWS AT 11 M-F/SU - Rate)302 Index: 129. Nielsen: 2.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/24/20	11111--			5			\$375.00		0.00			
N 11	All	08/18/20	08/18/20	Tue Prime Other	CM	8-11p	-1-----	:30	1	\$825.00	P02	0.00	NM	1	\$825.00
				»BACH IN PARADISE - Rate											
				(Program: »BACH IN PARADISE - Rate)302 Index: 123. Nielsen: 1.3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/20	08/18/20	-1-----			1			\$825.00		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	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- 1 - - - -					1	\$825.00		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	08/17/20-08/23/20		Tue Prime Other					8-11p	- T - - - - -	:30	(\$825.00)	0.00	NM		
See MG 11.2																
[Program Change-Prime A,B-mw]																
2	All	08/17/20-08/23/20		Tue Prime A					8-9p	- T - - - - -	:30	\$825.00	0.00	NM		
Ⓜ MG for 11.1 08/18																
N12	All	08/18/20	08/18/20	Tue Prime C	CM	10-11p	- 1 - - - -	:30	1	\$600.00	P02	0.00	NM	1	\$600.00	
»GENETIC DETECTIVE - Rate																
(Program: »GENETIC DETECTIVE - Rate)302 Index: 123. Nielsen: 1.3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- 1 - - - -					1	\$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	08/17/20-08/23/20		Tue Prime C					10-11p	- T - - - - -	:30	(\$600.00)	0.00	NM		
See MG 12.2																
[Program Change-Denicractuc Conven-mw]																
2	All	08/18/20-08/18/20		Prime Political Program					Various	- T - - - - -	:30	\$600.00	0.00	NM		
Ⓜ MG for 12.1 08/18																
N13	All	08/18/20	08/19/20	Wed Prime A	CM	8-9p	- - 1 - - -	:30	1	\$675.00	P02	0.00	NM	1	\$675.00	
»\$100,000 PYRAMID - Rate																
(Program: »\$100,000 PYRAMID - Rate)302 Index: 121. Nielsen: 3.6																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - 1 - - -					1	\$675.00		0.00				
N14	All	08/18/20	08/19/20	Wed Prime B	CM	9-10p	- - 1 - - -	:30	1	\$675.00	P02	0.00	NM	1	\$675.00	
»CARD SHARKS - Rate																
(Program: »CARD SHARKS - Rate)302 Index: 122. Nielsen: 3.3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - 1 - - -					1	\$675.00		0.00				
N15	All	08/18/20	08/20/20	Thu Prime A	CM	8-9p	- - - 1 - -	:30	1	\$450.00	P02	0.00	NM	1	\$450.00	
»HOLEY MOLEY - Rate																
(Program: »HOLEY MOLEY - Rate)302 Index: 128. Nielsen: 4.1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - - 1 - -					1	\$450.00		0.00				
N16	All	08/18/20	08/20/20	Thu Prime B	CM	9-10p	- - - 1 - -	:30	1	\$450.00	P02	0.00	NM	1	\$450.00	
»DON'T - Rate																
(Program: »DON'T - Rate)302 Index: 124. Nielsen: 2.8																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - - 1 - -					1	\$450.00		0.00				
N17	All	08/18/20	08/21/20	Fri Prime A	CM	8-9p	- - - - 1 -	:30	1	\$525.00	P02	0.00	NM	1	\$525.00	
»SHARK TANK - Rate																
(Program: »SHARK TANK - Rate)302 Index: 120. Nielsen: 2.5																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - - - 1 -					1	\$525.00		0.00				
N18	All	08/18/20	08/21/20	Fri Prime Other	CM	8-11p	- - - - 1 -	:30	1	\$600.00	P02	0.00	NM	1	\$600.00	
»20/20 - Rate																
(Program: »20/20 - Rate)302 Index: 124. Nielsen: 2.6																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - - - 1 -					1	\$600.00		0.00				
N19	All	08/18/20	08/22/20	Local News @ 9a Sa	CM	9-930a	- - - - - 1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00	
»WAKE UP WEEKEND 9-10A -																
(Program: »WAKE UP WEEKEND 9-10A - Rate)302 Index: 132. Nielsen: 2.4																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - - - - 1-					1	\$125.00		0.00				
N20	All	08/18/20	08/22/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	- - - - - 1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00	
»WHAS11 NEWS @ 6:30p - Ra(6:30 PM-7:00 PM)																
(Program: »WHAS11 NEWS @ 6:30p - Rate)302 Index: 132. Nielsen: 2.9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	- - - - - 1-					1	\$200.00		0.00				
N21	All	08/18/20	08/22/20	Local News @ 11p Sa	CM	11:00 PM-11:30 PM	- - - - - 1-	:30	1	\$225.00	P02	0.00	NM	1	\$225.00	
»WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)																

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(Program: »WHAS11 NEWS AT 11 SAT - Rate)302 Index: 125. Nielsen: 2.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	-----1-		1			\$225.00		0.00				
N22	All	08/18/20	08/23/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM)															
(Program: »GOOD MORNING AMERICA - Rate)302 Index: 139. Nielsen: 2.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	-----1		1			\$125.00		0.00				
N23	All	08/18/20	08/23/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$350.00	P02	0.00	NM	1	\$350.00
»WHAS11 NEWS @ 630p - Rat															
(Program: »WHAS11 NEWS @ 630p - Rate)302 Index: 137. Nielsen: 4.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	-----1		1			\$350.00		0.00				
N24	All	08/18/20	08/23/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$675.00	P02	0.00	NM	1	\$675.00
»FUNNIEST HOME VIDEOS - F															
(Program: »FUNNIEST HOME VIDEOS - Rate)302 Index: 132. Nielsen: 4.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	-----1		1			\$675.00		0.00				
N25	All	08/18/20	08/23/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00
»CELEBRITY FAMILY FEUD - F															
(Program: »CELEBRITY FAMILY FEUD - Rate)302 Index: 124. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/17/20	08/23/20	-----1		1			\$1,275.00		0.00				
													Totals	45	\$19,975.00