

ORDER

Orders
Order / Rev: 2098878
Alt Order #: Manual
Product Desc: KSL WHAS HD 48
Estimate: 48
Flight Dates: 10/19/20 - 11/03/20
Original Date / Rev: 10/14/20 / 10/19/20
Order Type: RFP

WHAS
Primary AE: Kimberly Williams
Sales Office: WHAS
Sales Region: LOC

Agency
Name: Grit Media
Buying Contact: _____
Billing Contact: _____
324 Capital Avenue
Frankfort, KY 40601

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: ISS/ Kentuckians for Strong Leadersh
Demographic: HH
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru: _____
Advertiser External ID: 41923
Agency External ID: 20569AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/19/20	10/25/20	15	\$5,025.00	\$4,271.25
10/26/20	11/01/20	19	\$6,325.00	\$5,376.25
11/02/20	11/08/20	2	\$750.00	\$637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	15	\$5,025.00	\$4,271.25	0.00
November 2020	21	\$7,075.00	\$6,013.75	0.00
Totals	36	\$12,100.00	\$10,285.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kimberly Williams			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	20%	\$12,100.00
Market	100%	\$60,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$48,400.00
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
N26	WHAS	10/20/20	11/01/20	Good Morning America	CM	7-9a	MTWTF--	:30	1	\$375.00	P02	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	WHAS	11/02/20	11/03/20	Good Morning America	CM	7-9a	MT-----	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					2	\$375.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$375.00		0.00			
N 28	WHAS	10/20/20	11/01/20	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	2	\$125.00	P02	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					2	\$125.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					2	\$125.00		0.00			
N 29	WHAS	10/20/20	11/01/20	Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	2	\$175.00	P02	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					2	\$175.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					2	\$175.00		0.00			
N 30	WHAS	10/20/20	11/01/20	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	2	\$375.00	P02	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					1	\$375.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					2	\$375.00		0.00			
N 31	WHAS	10/20/20	11/01/20	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	2	\$500.00	P02	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					2	\$500.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$500.00		0.00			
N 32	WHAS	10/20/20	10/25/20	Local News @ 6a M-F	CM	6-7a	-TWTF--	:30	1	\$100.00	P02	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					1	\$100.00		0.00			
N 33	WHAS	10/20/20	11/01/20	Fri Prime A	CM	8-9p	----F--	:30	1	\$525.00	P02	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----F--					1	\$525.00		0.00			
		Week: 10/26/20	11/01/20	----F--					1	\$525.00		0.00			
N 34	WHAS	10/26/20	11/01/20	NCAA FB Daytime Early	GM	12-330p	-----S-	:30	1	\$525.00	P02	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S-					1	\$525.00		0.00			
N 35	WHAS	10/20/20	10/25/20	NCAA FB Daytime Late	GM	330-7p	-----S-	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----S-					1	\$750.00		0.00			
N 36	WHAS	10/26/20	11/01/20	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$125.00		0.00			
N 37	WHAS	10/26/20	11/01/20	Good Morning America	CM	7-9a	MTWTF--	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$375.00		0.00			
N 38	WHAS	11/02/20	11/03/20	Good Morning America	CM	7-9a	MT-----	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	MT-----					1	\$375.00		0.00			
N 39	WHAS	10/26/20	11/01/20	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$125.00		0.00			

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N 40	WHAS	10/20/20	11/01/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	1	\$175.00	P02	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--		1				\$175.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$175.00		0.00			
N 41	WHAS	10/20/20	11/01/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	1	\$375.00	P02	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--		1				\$375.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$375.00		0.00			
N 42	WHAS	10/20/20	10/25/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-TWTF--	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--		1				\$375.00		0.00			
N 43	WHAS	10/26/20	11/01/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$500.00		0.00			
N 44	WHAS	10/26/20	11/01/20	Local News @ 6a Sa Local News @ 6a Sa	CM	6-7a	-----1-	:30	1	\$100.00	P02	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-		1				\$100.00		0.00			
N 45	WHAS	10/26/20	11/01/20	NCAA FB Daytime Early NCAA Football Game 1	CM	12-330p	-----S-	:30	1	\$525.00	P02	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S-		1				\$525.00		0.00			
N 46	WHAS	10/26/20	11/01/20	NCAA Football Prime NCAA Football Prime	CM	8-1130p	-----S-	:30	2	\$750.00	P02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S-		1				\$750.00		0.00			
													Totals	36	\$12,100.00