ORDER

Order / Rev:	2098836		
Alt Order #:	Manual		
Product Desc:	KSL WHAS HD 32		
Estimate:	32		WHAS
Flight Dates:	10/19/20 - 11/03/20	Primary AE:	Kimberly Williams
Original Date / Rev:	10/14/20 / 10/28/20	Sales Office:	WHAS
Order Type:	RFP	Sales Region:	LOC
Name:	Grit Media		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	324 Capital Avenue	Billing Cycle:	WEEKLY
	Frankfort, KY 40601	Agency Commission:	15%
Name:	ISS/ Kentuckians for Strong Leadersh		
Demographic:	НН	New Business Thru:	
Product Codes:	IS-Candidate/Local Misc	Advertiser External ID:	41923
Revenue Code 1:	AGY	Agency External ID:	20569AG
Revenue Code 2:	(POL) Political	Unit Code:	General
Revenue Code 3:	(POL) Issue		
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Name: Demographic: Product Codes: Revenue Code 1: Revenue Code 2:	Alt Order #: Manual Product Desc: KSL WHAS HD 32 Estimate: 32 Flight Dates: 10/19/20 - 11/03/20 Original Date / Rev: 10/14/20 / 10/28/20 Order Type: RFP Name: Grit Media Buying Contact: Billing Contact: 324 Capital Avenue Frankfort, KY 40601 Name: ISS/ Kentuckians for Strong Leadersh Demographic: HH Product Codes: IS-Candidate/Local Misc Revenue Code 1: AGY Revenue Code 2: (POL) Political	Alt Order #: Manual Product Desc: KSL WHAS HD 32 Estimate: 32 Flight Dates: 10/19/20 - 11/03/20 Primary AE: Original Date / Rev: 10/14/20 / 10/28/20 Sales Office: Order Type: RFP Sales Region: Name: Grit Media Buying Contact: Billing Type: Billing Contact: Billing Calendar: Billing Contact: Billing Cycle: Frankfort, KY 40601 Agency Commission: Name: ISS/ Kentuckians for Strong Leadersh Demographic: HH New Business Thru: Product Codes: IS-Candidate/Local Misc Advertiser External ID: Revenue Code 1: AGY Agency External ID: Revenue Code 2: (POL) Political Unit Code:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/19/20 10/25/20 9 \$3,675.00 \$3,123.75 10/26/20 16 11/01/20 \$5,550.00 \$4,717.50 11/02/20 11/08/20 5 \$2,250.00 \$1,912.50

Totals

lotais				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	9	\$3,675.00	\$3,123.75	0.00
November 2020	21	\$7,800.00	\$6,630.00	0.00
Totals	30	\$11,475.00	\$9,753.75	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%	\$11,475.00
Market	100%	\$57,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$45,900.00
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 Tim	ne Days	Len Spots	Rate Pri	Rtg Type Sp	oots	Amount
Ī	N 1	WHAS	10/20/20	11/01/20	Good Morning America	CM	7-9a	MTWTF	:15/:15 1	\$375.00 P02	0.00 BK	3	\$1,125.00
	Good Morning America												
		Star	t Date	Fnd Date	Weekdays Spot	s/Week	Rate I	Rating					

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Order / Rev: 2098836 Advertiser: ISS/ Kentuckians for Strong Leadership

Alt Order #: Manual Product Desc: KSL WHAS HD 32 WHAS

Flight Dates: 10/19/20 - 11/03/20 Estimate: 32

_ <u>L</u>	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10 Week: 10		10/25/20 11/01/20	- TWTF MTWTF	1 2	\$375.00 \$375.00	0.00 0.00						
			0 11/03/20	Good Morning An		7-9a		- :15/:15	1	\$375.00 P02	0.00 BK	1	\$375.00
14	2 111170	11/02/2	0 11/03/20	Good Morning An		1-54	WII	.10/.10		ψ373.001 02	0.00 BIX	l '	ψ373.00
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 1		11/08/20	МГ	1	\$375.00	0.00						
N	3 WHAS	3 10/20/2	0 11/03/20	Local News @ 12	p M-F CM	12-1p	MTWTF-	- :15/:15	1	\$125.00 P02	0.00 BK	5	\$625.00
				Local News @ 12	2p M-F								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10		10/25/20	- TWTF	2	\$125.00	0.00						
	Week: 10 Week: 10		11/01/20 11/08/20	МГWГF МГ	2 1	\$125.00 \$125.00	0.00 0.00						
_			0 11/01/20	Local News @ 4p	•	4-5p		- :15/:15	1	\$175.00 P02	0.00 BK	2	\$350.00
•		. 0,20,2	, ,	Local News @ 4p		. 06		,		4.70.001.02	0.00 2.1	_	φοσοισσ
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10		10/25/20	- ТWГF	1	\$175.00	0.00						
_	Week: 10		11/01/20	MTWTF	1	\$175.00	0.00			<u> </u>			
N	5 WHAS	5 11/02/2	0 11/03/20	Local News @ 4p		4-5p	МГ	- :15/:15	1	\$175.00 P02	0.00 BK	1	\$175.00
	C+	ort Doto	End Data	Local News @ 4p	Spots/Week	Poto	Poting						
	<u>اد</u> 1 Week: 1	art Date 1/02/20	End Date 11/08/20	Weekdays MT	<u>3pois/week</u>	Rate \$175.00	Rating 0.00						
N			0 11/01/20	Local News @ 5p	· ·	5-530p		- :15/:15	1	\$375.00 P02	0.00 BK	2	\$750.00
•		. 0,20,2	, ,	Local News @ 5p		0 000p		,		ψο, ο, ο ο ο	0.00 2.1	_	ψ. σσ.σσ
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10		10/25/20	- ТWГF	1	\$375.00	0.00						
	Week: 10		11/01/20	МГЖГБ	1	\$375.00	0.00					•	
N	7 WHAS	5 10/20/2	0 11/01/20	Local News @ 6p		6-630p	MTWTF-	- :15/:15	1	\$500.00 P02	0.00 BK	4	\$2,000.00
	C+	ort Data	End Data	Local News @ 6p		Doto	Dating						
	<u>ی ک</u> Week: 10	art Date 0/19/20	End Date 10/25/20	<u>Weekdays</u> - TWTF	Spots/Week 2	Rate \$500.00	Rating 0.00						
	Week: 10		11/01/20	МТЖТБ	2		0.00						
N	8 WHAS	3 10/20/2	0 10/25/20	NCAA FB Daytim	e Late GM	330-7p	S	5- :15/:15	1	\$750.00 P02	0.00 BK	1	\$750.00
				NCAA Football G	ame 2								
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Week: 10		10/25/20	S-	1	\$750.00	0.00						
N	9 WHAS	5 10/20/2	0 10/25/20	NCAA Football Pr		8-1130p	S	5- :15/:15	1	\$750.00 P02	0.00 BK	1	\$750.00
	C+	ort Doto	End Data	NCAA Football P		Poto	Poting						
	<u>اد</u> Week: 10	art Date 0/19/20	End Date 10/25/20	<u>Weekdays</u> S-	Spots/Week 1	Rate \$750.00	Rating 0.00						
			0 11/01/20	Good Morning An	nerica CM	7-9a		- :15/:15	2	\$375.00 P02	0.00 BK	2	\$750.00
				Good Morning Ar				,		*********			********
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	Week: 10	0/26/20	11/01/20	11	2	\$375.00	0.00					<u> </u>	
N ′	I1 WHAS	11/02/2	0 11/02/20	Mon Prime Other	CM	8-11p	1	- :15/:15	1	\$1,200.00 P02	0.00 BK	1	\$1,200.00
				Mon Prime Other									
N ′	12 WHAS	10/30/2	0 10/30/20	ABC World News	CM	630-7p	1-	- :15/:15	1	\$600.00 P03	0.00 DN	1	\$600.00
_				ABC World News								<u> </u>	
N '	I3 WHAS	3 10/30/2	0 11/01/20	NCAA Football Pr		8-1130p	1	- :15/:15	1	\$1,200.00 P02	0.00 DN	1	\$1,200.00
				NCAA Football P	rime								
N '	14 WHAS	3 10/30/2	0 11/01/20	Local News @ 6a		6-7a	1	- :15/:15	1	\$100.00 P02	0.00 DN	1	\$100.00
				Local News @ 6a	ı Sa								
N '	I5 WHAS	3 10/28/2	0 11/01/20	Good Morning Am		7-9a	1	- :15/:15	1	\$125.00 P02	0.00 DN	1	\$125.00
				Good Morning Ar									
N '	16 WHAS	5 10/28/2	0 11/01/20	Local News @ 9a		9-930a	1	- :15/:15	1	\$125.00 P02	0.00 DN	1	\$125.00
				Local News @ 9a									
N '	I7 WHAS	5 10/28/2	0 11/01/20	Local News @ 6a		6-7a		1 :15/:15	1	\$100.00 P02	0.00 DN	1	\$100.00
				Local News @ 6a	ı ou							ı	

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Flight Dates: 10/19/20 - 11/03/20 Estimate: 32

Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End Days Len Spots Amount N18 WHAS 11/02/20 11/02/20 Local News @ 11p M-F CM 11-1135p 1----- :15/:15 \$375.00 P02 0.00 DN \$375.00 Local News @ 11p M-F

Totals 30 \$11,475.00