ORDER

Orders	Order / R	ev:	2098	861										
	Alt Order	#:	Manu	ial										
	Product D	esc:	KSL \	WHAS HE	33									
	Estimate:		33								WHAS			
	Flight Dat	Flight Dates:		9/20 - 11/0	3/20			Primary	AE:		Kimberly	/ William	s	
Original Date / Re			10/14/20 / 10/28/20				Sales Of			WHAS				
	Order Typ		RFP		0/20			Sales Re			LOC			
	Older Typ	e.	KFF					Sales Re	egion.					
Agency	Name:		Grit I	Media										
	Buying Co	ontact:						Billing Ty	ype:		Cash			
	Billing Co	ntact:						Billing Ca	alenda	ar:	Broadca	st		
			324 C	Capital Ave	enue			Billing C	ycle:		WEEKL	Y		
			Frankfort, KY 40601				Agency		nission:	15%				
A du continon	Nama			Kantualii			la na h							
Advertiser	Name: Demograp	ohic:	HH	Kentuckia	ans for	Strong Lead	ersn	New Bus	siness	Thru:				
	Product C		IS-Candidate/Local Misc				Advertise	er Exte	ernal ID:	41923				
	Revenue		AGY					Agency	Extern	al ID:	20569A0	G		
	Revenue) Political				Unit Cod			General	<u> </u>		
				,					JE.		General			
	Revenue	Code 3:	(POL) Issue										
Bill Plan							Tota	als						
Start Date	End Date	# Spots	Gross	Amount	Net A	mount	Mon	th		# Spots	Gross A	Amount	Net Amount	Rating
10/19/20	10/25/20	9		\$2,750.00		\$2,337.50	Octo	ober 2020		9	\$2	2,750.00	\$2,337.50	0.00
10/26/20	11/01/20	13	:	\$6,650.00		\$5,652.50	Nov	ember 2020	0	19		9,450.00		
11/02/20	11/08/20	6	:	\$2,800.00		\$2,380.00	Tota	ls		28	\$12	2,200.00	\$10,370.00	0.00
Account Exe	ecutives													
Account Exe	cutive	Sales Offi	ce	Sales Reg	ion	Start Date /	End Da	ite		Order %	7			
Kimberly Will	liams					Start Of Ord	er - En	d Of Order		100%				
Order Share		S	Share		Total									
WHAS			20%	\$12,2	200.00									
Market			100%	\$61,0	00.00									
Competitive	Share	S	hare		Total									
CABLE			0%		\$0.00									
UNKWN			80%	\$48,8	300.00									
WAVE			0%		\$0.00									
WBKI			0%		\$0.00									
WBNA			0%		\$0.00									
WDRB			0%		\$0.00									
WFTE			0%		\$0.00									
WKMJ WKPC			0% 0%		\$0.00 \$0.00									
WKZT			0%		\$0.00 \$0.00									
WLKY			0%		\$0.00									
Ln Ch	Start End		ntory C			Start/End	Time	Days		Spots		-	Type Spots	Amount
N 1 WHAS	10/20/20 11/0			g America 1g America		7-9a		MTWTF	:15/:1	5 1	\$375.00 P	02 0.0	0 DN 3	\$1,125.00
Sta	rt Date End E	Date Wee	ekdays	Spot	s/Week	Rate	Rat	ing					I	

Print Date: 11/04/20 10:39:55 Page 2 of 3

Order / Rev:	2098861	Advertiser:	ISS/ Kentuckians for Strong Leadership	
Alt Order #:	Manual	Product Desc:	KSL WHAS HD 33	WHAS
Flight Dates:	10/19/20 - 11/03/20	Estimate:	33	

Start Date End Date Weekting Spart Spart Failing Weekt 1026220 110/1020 MTWT- 1 \$377.00 0.00 1 \$375.00 1 \$375.00 0.00 1 \$375.00 <th>Ln Ch Start End</th> <th>Inventory Code Break</th> <th>Start/End -</th> <th>Fime Days</th> <th>Len</th> <th>Spots</th> <th>Rate Pri</th> <th>Rtg Type</th> <th>Spots</th> <th>Amount</th>	Ln Ch Start End	Inventory Code Break	Start/End -	Fime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
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N 2 WHAS 1102/20 Cool Morning America Ratio Ratio <td></td>										
Week: 11/02/20 TUB/202	N 2 WHAS 11/02/20 11/03/20		7-9a	МΓ	:15/:15	1	\$375.00 P02	0.00 DN	1	\$375.00
Local News @ 12p M-F Stat Date End Date Perform Week: 101920 1002500 TWTF \$2525.00 0.00 N 4 WHAS 1100220 1100220 1100220 1100220 1100220 N 4 WHAS 1100220 1100220 1100220 1100220 1100220 1100220 1002020 N 5 WHAS 102020 1100200 Week: 1002020 1100120 Local News 8 12p M-F 0.00 1 \$175.00 0.00 3 \$525.00 N 5 WHAS 1020202 1100120 Local News 8 0p M-F 6.00 0.00 3 \$525.00 Week: 1001820 1020202 1100120 Local News 8 5p M-F 5.015/00 0.00 3 \$1.125.00 Week: 101820 1022020 1100120 Local News 8 5p M-F 5.015/00 0.00 1 \$1.020 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120 1.00120										
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N 4 WHAS 11/0220 11/0320 Local News @ 12p M-F MT 1 \$125.00 1 \$120.00 1 \$125.00 1 \$125.00 1 \$125.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$120.00 1 \$		<u> </u>								
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		Weekdays Spots/Week								
	N15 WHAS 10/29/20 11/01/20		8-1130p	1-	:15/:15	1	\$1,200.00 P02	0.00 DN	1	\$1,200.00

Order / Rev:	2098861			Advertiser:	ISS/ Kentue	ckians fo	or Strong	Leadership				
Alt Order #: Manual				Product Desc:	KSL WHAS HD 33				WHAS			
Flight Dates:	Flight Dates: 10/19/20 - 11/03/20			Estimate:	33							
Ln Ch St	tart End	Inventory Code	Break	Start/End Tim	ie Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount	
Start Da Week: 10/26/2		Weekdays Spot	s/Week 1	Rate F \$1,200.00	Rating 0.00							
	/29/20 11/01/20	Local News @ 11p Sa Local News @ 11p Sa	СМ	11-1135p	1-	:15/:15	1	\$225.00 P02	0.00 DN	1	\$225.00	
<u>Start Da</u> Week: 10/26/2		Weekdays Spot	<u>s/Week</u> 1	<u>Rate</u> \$225.00	Rating 0.00							
N17 WHAS 11/	/02/20 11/02/20	Local News @ 6a M-F Local News @ 6a M-F	СМ	6-7a	1	:15/:15	1	\$225.00 P02	0.00 DN	1	\$225.00	
N18 WHAS 11/	/02/20 11/02/20	Good Morning America Good Morning America		7-9a	1	:15/:15	1	\$375.00 P02	0.00 DN	1	\$375.00	

Totals 28 \$12,200.00

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Print Date: 11/04/20 10:39:55