

ORDER

Orders
Order / Rev: 2106356
Alt Order #: WOC12757317
Product Desc: TV
Estimate: 1250
Flight Dates: 10/26/20 - 11/08/20
Original Date / Rev: 10/29/20 / 10/29/20
Order Type: RFP

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

Agency
Name: Medium Buying LLC / POL
Buying Contact: _____
Billing Contact: _____
815 Grandview Ave Ste 600
Columbus, OH 43215

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

Advertiser
Name: POL/ Hunt Rounsavall / R / STATE HO
Demographic: A35+
Product Codes: PL-State House Representative
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru: _____
Advertiser External ID: 191910
Agency External ID: 39784AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	15	\$1,982.50	\$1,685.13

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	15	\$1,982.50	\$1,685.13	0.00
Totals	15	\$1,982.50	\$1,685.13	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	17%	\$1,982.50
Market	100%	\$11,658.82

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	83%	\$9,676.82
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	WHAS	10/26/20	11/01/20	ABC World News Su	CM	6-630p	-----S	:15	1	\$300.00	P03	0.00	NM	1	\$300.00
				ABC WORLD NEWS SUN											
		<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	\$300.00	0.00								

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Advertiser: POL/ Hunt Rounsavall / R / STATE HOU
 Product Desc: TV
 Estimate: 1250
WHAS

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: 10/26/20	11/01/20	-----S		1				\$300.00		0.00			
N 2	WHAS	10/26/20	11/02/20	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	1---1--	:15	2	\$150.00	P03	0.00	NM	2	\$300.00
		<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				\$150.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$150.00		0.00			
N 3	WHAS	10/26/20	11/02/20	Local News @ 6p M-F CM WHAS11 NEWS @ 6p	CM	6-630p	1---1--	:15	2	\$162.50	P03	0.00	NM	2	\$325.00
		<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				\$162.50		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$162.50		0.00			
N 4	WHAS	10/26/20	11/02/20	ABC World News CM ABC WORLD NEWS M-F	CM	630-7p	1---1--	:15	2	\$300.00	P03	0.00	NM	2	\$600.00
		<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				\$300.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$300.00		0.00			
N 5	WHAS	10/26/20	11/02/20	Local News @ 4p M-F CM Local News @ 4p M-F	CM	4-5p	1---1--	:15	2	\$55.00	P03	0.00	NM	2	\$110.00
		<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				\$55.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$55.00		0.00			
N 6	WHAS	10/26/20	11/02/20	Local News @ 11p M-F CM Local News @ 11p M-F	CM	11-1135p	1---1--	:15	2	\$125.00	P03	0.00	NM	2	\$250.00
		<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				\$125.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$125.00		0.00			
N 7	WHAS	10/26/20	11/02/20	Local News @ 5a M-F CM Local News @ 5a M-F	CM	5-6a	1---1--	:15	2	\$40.00	P03	0.00	NM	2	\$80.00
		<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				\$40.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$40.00		0.00			
N 8	WHAS	10/26/20	11/01/20	Castle 105-205a Su CM Castle 105-205a Su	CM	105-205a	-----1	:15	1	\$12.50	P03	0.00	NM	1	\$12.50
		<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				\$12.50		0.00			
N 9	WHAS	10/26/20	11/01/20	ET 106-136a CM Enter Tnt 106-136	CM	106-136a	----1--	:15	1	\$5.00	P04	0.00	NM	1	\$5.00
		<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				\$5.00		0.00			
													Totals	15	\$1,982.50