

# ORDER

**Orders**  
**Order / Rev:** 2105323  
 Alt Order #: WOC12755387  
 Product Desc: HD 33  
 Estimate: 8805  
 Flight Dates: 10/29/20 - 11/02/20  
 Original Date / Rev: 10/28/20 / 10/29/20  
 Order Type: RFP

**WHAS**  
 Primary AE: Kasey Smith  
 Sales Office: TSATL  
 Sales Region: NAT

**Agency**  
**Name:** Canal Partners Media / POL  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
900 Circle 75 Parkway SE Suite 1650  
Atlanta, GA 30339

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

**Advertiser**  
**Name:** POL/ Kugler / Plattner / KY Dem Party  
 Demographic: A25-54  
 Product Codes: PL-State House Representative  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate

New Business Thru: 10/21/21  
 Advertiser External ID: 191679  
 Agency External ID: 20042AG  
 Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	21	\$2,820.00	\$2,397.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	21	\$2,820.00	\$2,397.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$2,820.00</b>	<b>\$2,397.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kasey Smith			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHAS	11%	\$2,820.00
Market	100%	\$25,636.36

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	89%	\$22,816.36
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	10/29/20	10/29/20	Local News @ 6a M-F	CM	6-7a	---1---	:15:	15	\$150.00	P03	0.00	DN	1	\$150.00
				WHAS WAKEUP6AM											

BOOKEND

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/26/20	11/01/20	---1---	1	\$150.00	0.00

Order / Rev: 2105323  
 Alt Order #: WOC12755387  
 Flight Dates: 10/29/20 - 11/02/20

Advertiser: POL/ Kugler / Plattner / KY Dem Party / :  
 Product Desc: HD 33  
 Estimate: 8805  
**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	---1---		1				\$150.00		0.00			
N 2	WHAS	10/29/20	11/02/20	Good Morning America GD MRN AMR-ABC	CM	7-9a	1--22--	:15	5	\$125.00	P03	0.00	NM	5	\$625.00
		STAND-ALONE :15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/04/20	1--22--		5				\$125.00		0.00			
N 3	WHAS	10/29/20	10/30/20	The View VIEW-ABC<	CM	11-12p	----1--	:15/:15	1	\$90.00	P03	0.00	DN	1	\$90.00
		BOOKEND													
		<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				\$90.00		0.00			
N 4	WHAS	10/29/20	11/02/20	Local News @ 12p M-F WHAS NWS 12N	CM	12-1p	1--1---	:15/:15	2	\$90.00	P03	0.00	DN	2	\$180.00
		BOOKEND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/04/20	1--1---		2				\$90.00		0.00			
N 5	WHAS	10/29/20	11/02/20	Local News @ 5p M-F WHAS NWS 5.00	CM	5-530p	1--1---	:15	2	\$125.00	P03	0.00	NM	2	\$250.00
		STAND-ALONE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/04/20	1--1---		2				\$125.00		0.00			
N 6	WHAS	10/29/20	10/30/20	Local News @ 530p M-FCM WHAS NWS 5.30	CM	530-6p	----1--	:15/:15	1	\$300.00	P03	0.00	DN	1	\$300.00
		BOOKEND													
		<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			
N 7	WHAS	10/29/20	10/29/20	Local News @ 6p M-F WHAS NWS 6PM	CM	6-630p	---1---	:15/:15	1	\$325.00	P03	0.00	DN	1	\$325.00
		BOOKEND													
		<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				\$325.00		0.00			
N 8	WHAS	10/29/20	11/02/20	ET 7-730p ENT TONIGHT 30	CM	7-730p	1--1---	:15	2	\$162.50	P03	0.00	NM	2	\$325.00
		STAND-ALONE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/04/20	1--1---		2				\$162.50		0.00			
N 9	WHAS	10/29/20	10/30/20	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	----1--	:15	1	\$162.50	P03	0.00	NM	1	\$162.50
		STAND-ALONE													
		<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			
N 10	WHAS	10/29/20	10/31/20	Good Morning America \$M Good Morning America Sa	CM	7-9a	-----1-	:15/:15	1	\$90.00	P03	0.00	DN	1	\$90.00
		BOOKEND													
		<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				\$90.00		0.00			
N 11	WHAS	10/29/20	10/31/20	Local News @ 9a Sa GD MRN KYNA SA/BIG BLUE T	CM	9-930a	-----1-	:15	1	\$112.50	P03	0.00	NM	1	\$112.50
		STAND-ALONE													
		<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				\$112.50		0.00			
N 12	WHAS	10/29/20	11/01/20	Local News @ 7a Su Local News @ 7a Su	CM	7-8a	-----1	:15/:15	1	\$60.00	P03	0.00	DN	1	\$60.00
		BOOKEND													
		<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				\$60.00		0.00			
N 13	WHAS	10/29/20	11/01/20	Good Morning America \$M AVG. ALL WKS	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1	:15/:15	1	\$110.00	P03	0.00	DN	1	\$110.00
		BOOKEND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/01/20	-----1		1				\$110.00		0.00			

Order / Rev: 2105323  
 Alt Order #: WOC12755387  
 Flight Dates: 10/29/20 - 11/02/20

Advertiser: POL/ Kugler / Plattner / KY Dem Party / :  
 Product Desc: HD 33  
 Estimate: 8805

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	-----1		1				\$110.00		0.00			
N 14	WHAS	10/29/20	11/02/20	Local News @ 5a M-F	CM	5-6a	---1---	:15	1	\$40.00	P03	0.00	NM	1	\$40.00
				Local News @ 5a M-F											
STAND-ALONE :15															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/04/20	---1---		1				\$40.00		0.00			
													Totals	21	\$2,820.00