

ORDER

Orders
Order / Rev: 2101421
Alt Order #: Manual
Product Desc:
Estimate:
Flight Dates: 10/22/20 - 11/03/20
Original Date / Rev: 10/20/20 / 10/28/20
Order Type: RFP

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

Agency
Name: Smith Strategies / POL
Buying Contact:
Billing Contact: Accounts Payable
 300 East Main St. #210
 Lexington, KY 40507

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

Advertiser
Name: POL/ Maria Sorolis / D / ST HOUSE / K
Demographic: A50-64
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: 191685
Agency External ID: 73760AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	4	\$320.00	\$272.00
10/26/20	11/03/20	31	\$4,680.00	\$3,978.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	4	\$320.00	\$272.00	7.40
November 2020	31	\$4,680.00	\$3,978.00	60.00
Totals	35	\$5,000.00	\$4,250.00	67.40

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	10/27/20	11/03/20	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	1	\$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	- TWTF--		1				\$150.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		1				\$150.00		0.00			
N 2	WHAS	10/27/20	11/03/20	Good Morning America	CM	7-9a	MTWTF--	:30	1	\$250.00	P03	2.30	NM	2	\$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	- TWTF--		1				\$250.00		2.30			
		Week: 11/02/20	11/08/20	MT-----		1				\$250.00		2.30			
N 3	WHAS	10/22/20	11/03/20	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	1	\$90.00	P03	2.20	NM	5	\$450.00
		<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	---TF--		1				\$90.00		2.20			
		Week: 10/26/20	11/01/20	MTWTF--		3				\$90.00		2.20			
		Week: 11/02/20	11/08/20	MT-----		1				\$90.00		2.20			
N 4	WHAS	10/22/20	11/02/20	Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	1	\$110.00	P03	1.70	NM	4	\$440.00
		<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	---TF--		1				\$110.00		1.70			
		Week: 10/26/20	11/01/20	MTWTF--		2				\$110.00		1.70			

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Advertiser: POL/ Maria Sorolis / D / ST HOUSE / KY
 Product Desc: **WHAS**
 Estimate:

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	---TF--		1				\$110.00		1.70			
N19	WHAS	11/02/20	11/03/20	Local News @ 12p M-F	CM	12-1p	M-----	:30	1	\$90.00	P03	2.20	NM	1	\$90.00
				Local News @ 12p M-F											
		<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	M-----		1				\$90.00		2.20			
N20	WHAS	10/29/20	11/02/20	Jimmy Kimmel	CM	1135p-1237a	M-TF--	:30	1	\$60.00	P03	0.00	NM	1	\$60.00
				Jimmy Kimmel											
		<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	---TF--		1				\$60.00		0.00			
		Week: 11/02/20	11/08/20	-----		0				\$60.00		0.00			
N21	WHAS	10/29/20	11/01/20	Good Morning America Sa	CM	7-9a	-----S-	:30	1	\$90.00	P03	0.00	NM	1	\$90.00
				Good Morning America Sa											
		<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				\$90.00		0.00			
													Totals	35	\$5,000.00