

ORDER

Orders
Order / Rev: 2015031
Alt Order #: WOC12533800
Product Desc: United States Senate
Estimate: 23
Flight Dates: 06/16/20 - 06/22/20
Original Date / Rev: 06/15/20 / 06/16/20
Order Type: RFP

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

Agency
Name: Win Company, The /POL
Buying Contact: _____
Billing Contact: _____
59 Franklin Street Suite 306
New York, NY 10013

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

Advertiser
Name: POL/ Charles Booker/ D/ US SENATE/
Demographic: A35+
Product Codes: PL-US Senate
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru: _____
Advertiser External ID: 189313
Agency External ID: 73025AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/01/20	06/22/20	45	\$6,365.00	\$5,410.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	45	\$6,365.00	\$5,410.25	77.50
Totals	45	\$6,365.00	\$5,410.25	77.50

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	7%	\$6,365.00
Market	100%	\$90,928.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	93%	\$84,563.57
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	All	06/16/20	06/22/20	Local News @ 430a M-FCM	430-5a		MTWTF--	:30	3	\$40.00	P03	1.10	NM	3	\$120.00
				WHAS11 WAKE UP NEWS @ 4											
				(Program: WHAS11 WAKE UP NEWS @ 430A - P4)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/16/20	06/22/20	MTWTF--	3	\$40.00	1.10								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	06/16/20	06/22/20	Local News @ 5a M-F WHAS11 WAKE UP NEWS @ 5	CM	5-6a	MTWTF--	:30	3	\$80.00	P03	0.90	NM	3	\$240.00
(Program: WHAS11 WAKE UP NEWS @ 5A - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			3		\$80.00		0.90				
N 3	All	06/16/20	06/22/20	Good Morning America GOOD MORNING AMERICA - F	CM	7-9a	MTWTF--	:30	2	\$250.00	P03	1.60	NM	2	\$500.00
(Program: GOOD MORNING AMERICA - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			2		\$250.00		1.60				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	All	06/16/20-06/22/20		Good Morning America	7-9a		MTWThF----	:30	(\$250.00)	1.60	NM				
See MG 3.3 [NA/Oversold]															
3	All	06/16/20-06/22/20		Good Morning America	7-9a		MTWThF----	:30	\$250.00	1.60	NM				
Ⓜ MG for 3.2 06/18															
N 4	All	06/16/20	06/20/20	Local News @ 6a Sa WAKE UP WEEKEND 6-7A - P4	CM	6-7a	-----S-	:30	1	\$40.00	P03	0.80	NM	1	\$40.00
(Program: WAKE UP WEEKEND 6-7A - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/15/20	06/21/20	-----S-			1		\$40.00		0.80				
N 5	All	06/16/20	06/20/20	Good Morning America GOOD MORNING AMERICA - F	CM	7-9a	-----S-	:30	2	\$90.00	P03	1.10	NM	2	\$180.00
(Program: GOOD MORNING AMERICA - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/15/20	06/21/20	-----S-			2		\$90.00		1.10				
N 6	All	06/16/20	06/20/20	Local News @ 9a Sa WAKE UP WEEKEND 9-10A - F	CM	9-930a	-----S-	:30	2	\$75.00	P03	1.30	NM	2	\$150.00
(Program: WAKE UP WEEKEND 9-10A - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/15/20	06/21/20	-----S-			2		\$75.00		1.30				
N 8	All	06/16/20	06/21/20	Good Morning America GOOD MORNING AMERICA - (8:00 AM-9:00 AM)	CM	8:00 AM-9:00 AM	-----S	:30	1	\$110.00	P03	2.10	NM	1	\$110.00
(Program: GOOD MORNING AMERICA - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/15/20	06/21/20	-----S			1		\$110.00		2.10				
N 9	All	06/16/20	06/22/20	Access Daily 10-11a ACCESS DAILY - P4	CM	10-11a	MTWTF--	:30	3	\$40.00	P03	1.00	NM	3	\$120.00
(Program: ACCESS DAILY - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			3		\$40.00		1.00				
N 10	All	06/16/20	06/22/20	General Hospital GENERAL HOSPITAL - P4	CM	2-3p	MTWTF--	:30	2	\$90.00	P03	1.10	NM	2	\$180.00
(Program: GENERAL HOSPITAL - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			2		\$90.00		1.10				
N 11	All	06/16/20	06/22/20	Local News @ 4p M-F WHAS11 NEWS @ 4P - P4	CM	4-5p	MTWTF--	:30	4	\$110.00	P03	1.50	NM	4	\$440.00
(Program: WHAS11 NEWS @ 4P - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			4		\$110.00		1.50				
N 12	All	06/16/20	06/22/20	Local News @ 5p M-F WHAS11 NEWS @ 5p - P4	CM	5-530p	MTWTF--	:30	2	\$250.00	P03	2.50	NM	2	\$500.00
(Program: WHAS11 NEWS @ 5p - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			2		\$250.00		2.50				
N 13	All	06/16/20	06/22/20	Local News @ 530p M-F WHAS11 NEWS @ 530P - P4	CM	530-6p	MTWTF--	:30	2	\$300.00	P03	2.80	NM	2	\$600.00
(Program: WHAS11 NEWS @ 530P - P4)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/16/20	06/22/20	MTWTF--			2		\$300.00		2.80				

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N14	All	06/16/20	06/22/20	Local News @ 6p M-F WHAS11 NEWS @ 6 & 630p Su	CM	6-630p	MTWTF--	:30	3	\$325.00	P03	3.70	NM	3	\$975.00
		(Program: WHAS11 NEWS @ 6 & 630p Su-F - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	MTWTF--		3				\$325.00		3.70			
N15	All	06/16/20	06/20/20	ABC World News Sa SAT ABC World News - P4	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----S-	:30	1	\$500.00	P03	3.30	NM	1	\$500.00
		(Program: SAT ABC World News - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/15/20	06/21/20	-----S-		1				\$500.00		3.30			
N16	All	06/16/20	06/20/20	Local News @ 630p Sa WHAS11 NEWS @ 6:30p - P4	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----S-	:30	1	\$80.00	P03	2.10	NM	1	\$80.00
		(Program: WHAS11 NEWS @ 6:30p - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/15/20	06/21/20	-----S-		1				\$80.00		2.10			
N17	All	06/16/20	06/22/20	ET 7-730p ENTERTAINMENT TONIGHT -	CM	7-730p	MTWTF--	:30	2	\$260.00	P03	2.70	NM	2	\$520.00
		(Program: ENTERTAINMENT TONIGHT - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	MTWTF--		2				\$260.00		2.70			
N18	All	06/16/20	06/22/20	Inside Ed 730-8p INSIDE EDITION - P4	CM	730-8p	MTWTF--	:30	2	\$260.00	P03	2.80	NM	2	\$520.00
		(Program: INSIDE EDITION - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	MTWTF--		2				\$260.00		2.80			
N19	All	06/16/20	06/22/20	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	2	\$100.00	P04	1.80	NM	2	\$200.00
		(Program: WHAS11 NEWS AT 11 M-F/SU - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	MTWTF--		2				\$100.00		1.80			
N20	All	06/16/20	06/20/20	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT - P.	CM	11-1135p	-----S-	:30	1	\$75.00	P04	1.20	NM	1	\$75.00
		(Program: WHAS11 NEWS AT 11 SAT - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/15/20	06/21/20	-----S-		1				\$75.00		1.20			
N21	All	06/16/20	06/22/20	Jimmy Kimmel JIMMY KIMMEL LIVE - P4	CM	1135p-1237a	MTWTF--	:30	3	\$60.00	P03	1.00	NM	3	\$180.00
		(Program: JIMMY KIMMEL LIVE - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	MTWTF--		3				\$60.00		1.00			
N22	WHAS	06/16/20	06/22/20	ET 106-136a Enter Tnt 106-136	CM	106-136a	MTWTF--	:30	1	\$10.00	P04	1.00	NM	1	\$10.00
		(Program: JIMMY KIMMEL LIVE - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	MTWTF--		1				\$10.00		1.00			
N23	WHAS	06/16/20	06/22/20	Castle 135-235a Sa Castle 135-235a Sa	CM	135-235a Sa	-----S-	:30	1	\$15.00	P04	1.00	NM	1	\$15.00
		(Program: JIMMY KIMMEL LIVE - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	-----S-		1				\$15.00		1.00			
N24	WHAS	06/16/20	06/22/20	Local News @ 4p M-F WHAS11 NEWS @ 4P - P4	CM	4:30 PM-4:58 PM (4:30 PM-4:58 PM)	---T---	:30	1	\$110.00	P03	1.50	NM	1	\$110.00
		(Program: WHAS11 NEWS @ 4P - P4)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/16/20	06/22/20	---T---		1				\$110.00		1.50			

Totals 45 \$6,365.00