

ORDER

Orders
Order / Rev: 2019109
 Alt Order #: _____
Product Desc: United States Senate
Estimate: 23
Flight Dates: 06/23/20 - 06/23/20
Original Date / Rev: 06/22/20 / 06/22/20
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	06/23/20	28	\$2,880.00	\$2,448.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	28	\$2,880.00	\$2,448.00	0.00
Totals	28	\$2,880.00	\$2,448.00	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	7%	\$2,880.00
Market	100%	\$41,142.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	93%	\$38,262.86
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	06/23/20	06/23/20	Local News @ 5a M-F	CM	5-6a	-T-----	:30	4	\$80.00	P03	0.00	NM	4	\$320.00
				Local News @ 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/20	06/28/20	-T-----		4				\$80.00		0.00			

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Advertiser: POL/ Charles Booker/ D/ US SENATE/ K
 Product Desc: United States Senate
 Estimate: 23
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:		06/22/20	06/28/20	-T-----		4				\$80.00		0.00			
N 2	WHAS	06/23/20	06/23/20	Local News @ 6a M-F	CM	6-7a	-T-----	:30	4	\$140.00	P03	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	-T-----		4				\$140.00		0.00			
N 3	WHAS	06/23/20	06/23/20	Good Morning America	CM	7-9a	-T-----	:30	4	\$250.00	P03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	-T-----		4				\$250.00		0.00			
N 4	WHAS	06/23/20	06/23/20	Local News @ 430a M-F	CM	430-5a	-T-----	:30	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:		06/22/20	06/28/20	-T-----		2				\$40.00		0.00			
N 5	WHAS	06/23/20	06/23/20	Great Day Live 9-10a	CM	9-10a	-T-----	:30	4	\$40.00	P03	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	-T-----		4				\$40.00		0.00			
N 6	WHAS	06/23/20	06/23/20	Access Daily 10-11a	CM	10-11a	-T-----	:30	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:		06/22/20	06/28/20	-T-----		2				\$40.00		0.00			
N 7	WHAS	06/23/20	06/23/20	The View	CM	11-12p	-T-----	:30	2	\$90.00	P03	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	-T-----		2				\$90.00		0.00			
N 8	WHAS	06/23/20	06/23/20	Local News @ 12p M-F	CM	12-1p	-T-----	:30	4	\$90.00	P03	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	-T-----		4				\$90.00		0.00			
N 9	WHAS	06/23/20	06/23/20	GMA3 Strahan and Sara	CM	1-2p	-T-----	:30	2	\$70.00	P03	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	-T-----		2				\$70.00		0.00			
													Totals	28	\$2,880.00