

# ORDER

**Orders**  
**Order / Rev:** 1989263  
**Alt Order #:** WOC12487981  
**Product Desc:** Issue  
**Estimate:** 8511  
**Flight Dates:** 10/27/20 - 11/02/20  
**Original Date / Rev:** 04/22/20 / 04/22/20  
**Order Type:** RFP

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

**Agency**  
**Name:** Targeted Platform Media, LLC / POL  
**Buying Contact:**  
**Billing Contact:**  
 1291 Hollywood Avenue  
 Annapolis, MD 21403

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

**Advertiser**  
**Name:** ISS/ Ditch Mitch  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:**  
**Advertiser External ID:** 188429  
**Agency External ID:** 20383AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	78	\$51,525.00	\$43,796.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	78	\$51,525.00	\$43,796.25	0.00
<b>Totals</b>	<b>78</b>	<b>\$51,525.00</b>	<b>\$43,796.25</b>	<b>0.00</b>

**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	16%	\$51,525.00
Market	100%	\$322,031.25

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	18%	\$57,965.62
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	27%	\$86,948.44
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	39%	\$125,592.19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/27/20	11/02/20	Local News @ 430a M-FCM	430-5a		11-1---	:30	3	\$100.00	P02	0.00	NM	3	\$300.00
(Program: WHAS11 WAKE UP NEWS @ 430A)4Q20 SELLING BOOK (sell) Start Date: 10/27/20 End Date: 11/02/20 Weekdays: 11-1--- Spots/Week: 3 Rate: \$100.00 Rating: 0.00															

Order / Rev: 1989263  
 Alt Order #: WOC12487981  
 Flight Dates: 10/27/20 - 11/02/20

Advertiser: ISS/ Ditch Mitch  
 Product Desc: Issue  
 Estimate: 8511  
**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: 10/27/20	11/02/20	11-1---		3				\$100.00		0.00				
N 2	All	10/27/20	11/02/20	Local News @ 5a M-F	CM	5-6a	1-11---	:30	3	\$200.00	P02	0.00	NM	3	\$600.00	
				WHAS11 WAKE UP NEWS @ 5												
				(Program: WHAS11 WAKE UP NEWS @ 5A)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	1-11---		3				\$200.00		0.00				
N 3	All	10/27/20	10/30/20	Local News @ 6a M-F	CM	6-7a	-11-1--	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00	
				WHAS11 WAKE UP NEWS @ 6												
				(Program: WHAS11 WAKE UP NEWS @ 6A)4Q20 SELLING BOOK (sell)												
		<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	-11-1--		3				\$350.00		0.00				
N 4	All	10/27/20	11/02/20	Good Morning America	CM	7-9a	21111--	:30	6	\$600.00	P02	0.00	NM	6	\$3,600.00	
				GOOD MORNING AMERICA												
				(Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	21111--		6				\$600.00		0.00				
N 5	All	10/27/20	11/02/20	The View	CM	11-12p	111-1--	:30	4	\$200.00	P02	0.00	NM	4	\$800.00	
				THE VIEW												
				(Program: THE VIEW)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	111-1--		4				\$200.00		0.00				
N 6	All	10/27/20	11/02/20	Local News @ 12p M-F	CM	12-1p	11-11--	:30	4	\$200.00	P02	0.00	NM	4	\$800.00	
				WHAS11 NEWS AT NOON												
				(Program: WHAS11 NEWS AT NOON)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	11-11--		4				\$200.00		0.00				
N 7	All	10/27/20	11/02/20	General Hospital	CM	2-3p	1-1-1--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00	
				GENERAL HOSPITAL												
				(Program: GENERAL HOSPITAL)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	1-1-1--		3				\$200.00		0.00				
N 8	All	10/27/20	11/02/20	Local News @ 4p M-F	CM	4-5p	1111---	:30	4	\$275.00	P02	0.00	NM	4	\$1,100.00	
				WHAS11 NEWS @ 4P												
				(Program: WHAS11 NEWS @ 4P)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	1111---		4				\$275.00		0.00				
N 9	All	10/27/20	11/02/20	Local News @ 5p M-F	CM	5-530p	111-1--	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00	
				WHAS11 NEWS @ 5p												
				(Program: WHAS11 NEWS @ 5p)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	111-1--		4				\$600.00		0.00				
N 10	All	10/27/20	11/02/20	Local News @ 530p M-F	CM	530-6p	1-111--	:30	4	\$725.00	P02	0.00	NM	4	\$2,900.00	
				WHAS11 NEWS @ 530P												
				(Program: WHAS11 NEWS @ 530P)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	1-111--		4				\$725.00		0.00				
N 11	All	10/27/20	11/02/20	Local News @ 6p M-F	CM	6-630p	111-1--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00	
				WHAS11 NEWS @ 6 & 630												
				(Program: WHAS11 NEWS @ 6 & 630p Su-F)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	111-1--		4				\$800.00		0.00				
N 12	All	10/27/20	10/29/20	ABC World News	CM	630-7p	-1-1---	:30	2	\$1,450.00	P02	0.00	NM	2	\$2,900.00	
				ABC World News												
				(Program: ABC World News)4Q20 SELLING BOOK (sell)												
		<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---		2				\$1,450.00		0.00				
N 13	All	10/27/20	11/02/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00	
				ENTERTAINMENT TONIGHT												
				(Program: ENTERTAINMENT TONIGHT)4Q20 SELLING BOOK (sell)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/27/20	11/02/20	1-111--		4				\$800.00		0.00				

Order / Rev: 1989263  
 Alt Order #: WOC12487981  
 Flight Dates: 10/27/20 - 11/02/20

Advertiser: ISS/ Ditch Mitch  
 Product Desc: Issue  
 Estimate: 8511  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	All	10/27/20	11/02/20	Inside Ed 730-8p	CM	730-8p	111-1--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00
(Program: INSIDE EDITION)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	1-111--					4	\$800.00		0.00			
N15	All	10/27/20	11/02/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,925.00	P02	0.00	NM	1	\$1,925.00
(Program: DANCING WITH THE STARS)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	111-1--					4	\$800.00		0.00			
N16	All	10/27/20	11/02/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
(Program: THE GOOD DOCTOR)PRIME ESTIMATES (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	1-----					1	\$2,050.00		0.00			
N17	All	10/27/20	11/02/20	Jimmy Kimmel	CM	1135p-1237a	11-11--	:30	4	\$150.00	P02	0.00	NM	4	\$600.00
(Program: JIMMY KIMMEL LIVE)4Q20 SELLING BOOK (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	11-11--					4	\$150.00		0.00			
N18	All	10/27/20	10/28/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$2,150.00	P02	0.00	NM	1	\$2,150.00
(Program: UNITED WE FALL/SINGLE PARENTS)PRIME ESTIMATES (sell)															
		<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	\$2,150.00		0.00			
N19	All	10/27/20	10/28/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$1,550.00	P02	0.00	NM	1	\$1,550.00
(Program: STUMPTOWN)PRIME ESTIMATES (sell)															
		<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	\$1,550.00		0.00			
N20	All	10/27/20	10/29/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$4,325.00	P02	0.00	NM	1	\$4,325.00
(Program: GREY'S ANATOMY)PRIME ESTIMATES (sell)															
		<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	\$4,325.00		0.00			
N21	All	10/27/20	10/29/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
(Program: A MILLION LITTLE THINGS)PRIME ESTIMATES (sell)															
		<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	\$2,050.00		0.00			
N22	All	10/27/20	10/31/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
(Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell)															
		<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	\$200.00		0.00			
N23	All	10/27/20	10/31/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
(Program: WAKE UP WEEKEND 9-10A)4Q20 SELLING BOOK (sell)															
		<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	\$200.00		0.00			
N24	All	10/27/20	11/01/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
(Program: GOOD MORNING AMERICA)4Q20 SELLING BOOK (sell)															
		<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	\$275.00		0.00			
N25	All	10/27/20	11/01/20	This Week Su	CM	9-10a	-----1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
(Program: THIS WEEK)4Q20 SELLING BOOK (sell)															
		<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	\$475.00		0.00			

Order / Rev: 1989263  
 Alt Order #: WOC12487981  
 Flight Dates: 10/27/20 - 11/02/20

Advertiser: ISS/ Ditch Mitch  
 Product Desc: Issue  
 Estimate: 8511

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				\$475.00		0.00			
N26	All	10/27/20	11/01/20	ABC World News Su	CM	6-630p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				SUN ABC World News											
				(Program: SUN ABC World News)4Q20 SELLING BOOK (sell)											
		<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				\$1,450.00		0.00			
N27	All	10/27/20	11/01/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				WHAS11 NEWS @ 6 & 630p											
				(Program: WHAS11 NEWS @ 6 & 630p Su-F)4Q20 SELLING BOOK (sell)											
		<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				\$800.00		0.00			
N28	All	10/27/20	11/01/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				SHARK TANK											
				(Program: SHARK TANK)PRIME ESTIMATES (sell)											
		<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				\$1,450.00		0.00			
N29	All	10/27/20	11/01/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				THE ROOKIE											
				(Program: THE ROOKIE)PRIME ESTIMATES (sell)											
		<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				\$1,450.00		0.00			
N30	All	10/27/20	11/01/20	Local News @ 11p M-F	CM	11-1135p	--111-1	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00
				WHAS11 NEWS AT 11 M-F/SU											
				(Program: WHAS11 NEWS AT 11 M-F/SU)4Q20 SELLING BOOK (sell)											
		<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	--111-1		4				\$600.00		0.00			
N31	All	10/27/20	11/02/20	GMA3	CM	1-2p	1-11---	:30	3	\$150.00	P02	0.00	NM	3	\$450.00
				GMA3											
				(Program: GMA3)4Q20 SELLING BOOK (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	1-11---		3				\$150.00		0.00			
N32	All	10/27/20	10/27/20	Tue Prime C	CM	10-11p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	1	\$1,075.00
				EMERGENCE											
				(Program: EMERGENCE)PRIME ESTIMATES (sell)											
		<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				\$1,075.00		0.00			
													Totals	78	\$51,525.00