

ORDER

Orders
Order / Rev: 2082386
Alt Order #: WOC12717221
Product Desc: Issue
Estimate: 9745
Flight Dates: 09/29/20 - 10/05/20
Original Date / Rev: 09/25/20 / 10/05/20
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
09/28/20	10/05/20	23	\$14,625.00	\$12,431.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	23	\$14,625.00	\$12,431.25	0.00
Totals	23	\$14,625.00	\$12,431.25	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	17%	\$14,625.00
Market	100%	\$86,029.41

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	83%	\$71,404.41
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	09/29/20	10/05/20	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 @ 5A											
				(Program: WHAS11 WAKE UP NEWS @ 5A)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/29/20	10/05/20	1-11---	3	\$200.00	0.00								

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	09/29/20	10/02/20	Local News @ 6a M-F	CM	6-7a	- 1- 11--	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
				WHAS11 WAKE UP NEWS @ 6A											
				(Program: WHAS11 WAKE UP NEWS @ 6A)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/29/20	10/05/20	1- 11--			3			\$200.00			0.00		
N 3	All	09/29/20	10/05/20	Good Morning America	CM	7-9a	1- 1- 1--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00
				GOOD MORNING AMERICA											
				(Program: GOOD MORNING AMERICA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/28/20	10/04/20	- 1- 11--			3			\$275.00			0.00		
N 4	All	09/29/20	10/05/20	Local News @ 530p M-F	CM	530-6p	11- 11--	:30	4	\$600.00	P02	0.00	NM	4	\$1,800.00
				WHAS11 NEWS @ 530P											
				(Program: WHAS11 NEWS @ 530P)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/29/20	10/05/20	11- 11--			4			\$600.00			0.00		
<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>		
1	All	09/29/20-10/05/20	Local News @ 530p M-F			530-6p	MT- ThF----	:30			(\$600.00)	0.00	NM		
See MG 4.5,4.6															
[Recon Preempt-DNA-SCHEDULE CHANE DUE TO MLB]															
3	All	09/29/20-10/05/20	Local News @ 530p M-F			530-6p	MT- ThF----	:30			(\$600.00)	0.00	NM		
Credited															
[cr]															
5	All	09/29/20-10/05/20	Good Morning America			7-9a	M-----	:30	\$500.00	0.00	NM				
Ⓜ MG for 4.1 09/29															
[Approved 9/30]															
6	All	09/29/20-10/05/20	Local News @ 430a M-F			430-5a	M-----	:30	\$100.00	0.00	NM				
Ⓜ MG for 4.1 09/29															
[Approved 9/30]															
N 5	All	09/29/20	10/02/20	Local News @ 6p M-F	CM	6-630p	- 1111--	:30	4	\$700.00	P02	0.00	NM	4	\$2,800.00
				WHAS11 NEWS @ 6p											
				(Program: WHAS11 NEWS @ 6p)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/28/20	10/04/20	- 1111--			4			\$700.00			0.00		
N 6	All	09/29/20	10/05/20	Local News @ 11p M-F	CM	11-1135p	11- 1---	:30	3	\$600.00	P02	0.00	NM	3	\$1,800.00
				WHAS11 NEWS AT 11 M-F											
				(Program: WHAS11 NEWS AT 11 M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/29/20	10/05/20	11- 1---			3			\$600.00			0.00		
N 7	All	09/29/20	10/03/20	NCAA FB Daytime EarlyGM	CM	12-330p	----- 1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
				ABC COLLEGE FOOTBALL 12P											
				(Program: ABC COLLEGE FOOTBALL 12P)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/28/20	10/04/20	----- 1-			1			\$850.00			0.00		
N 8	All	09/29/20	10/04/20	ABC World News Su	CM	6-630p	----- 1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				ABC WORLD NEWS SUN											
				(Program: ABC WORLD NEWS SUN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/28/20	10/04/20	----- 1			1			\$1,450.00			0.00		
N 9	All	09/29/20	09/29/20	Prime Political Program	CM	9:00 PM-11:00 PM	1-----	:30	1	\$3,000.00	P02	0.00	NM	1	\$3,000.00
				PRESIDENTIAL DEBATE 1			(9:00 PM-11:00 PM)								
				(Program: PRESIDENTIAL DEBATE 1)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/28/20	10/04/20	- 1-----			1			\$3,000.00			0.00		
													Totals	23	\$14,625.00