

ORDER

Orders
Order / Rev: 2094918
Alt Order #: WOC12732547
Product Desc: Issue
Estimate: 9975
Flight Dates: 10/09/20 - 10/12/20
Original Date / Rev: 10/07/20 / 10/09/20
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	10/12/20	16	\$7,375.00	\$6,268.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	16	\$7,375.00	\$6,268.75	0.00
Totals	16	\$7,375.00	\$6,268.75	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	13%	\$7,375.00
Market	100%	\$56,730.77

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	87%	\$49,355.77
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	10/12/20	10/12/20	Local News @ 5a M-F	CM	5-6a	1-----	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
(Program: WHAS11 WAKE UP NEWS @ 5A) 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: 10/12/20 10/18/20 1----- 1 \$200.00 0.00															

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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: 10/12/20	10/18/20	1-----		1				\$200.00		0.00			
N 2	WHAS	10/09/20	10/12/20	Local News @ 6a M-F	CM	6-7a	1-----	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
				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: 10/09/20	10/15/20	1-----		1				\$275.00		0.00			
N 3	WHAS	10/09/20	10/12/20	Good Morning America	CM	7-9a	2-----	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
				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: 10/09/20	10/15/20	2-----		2				\$500.00		0.00			
N 4	WHAS	10/12/20	10/12/20	Local News @ 12p M-F	CM	12-1p	1-----	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				WHAS11 NEWS AT NOON											
				(Program: WHAS11 NEWS AT NOON)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	1-----		1				\$200.00		0.00			
N 5	WHAS	10/09/20	10/12/20	Local News @ 4p M-F	CM	4-5p	1-----	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
				WHAS11 NEWS @ 4P											
				(Program: WHAS11 NEWS @ 4P)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/20	10/15/20	1-----		1				\$275.00		0.00			
N 6	WHAS	10/12/20	10/12/20	Local News @ 5p M-F	CM	5-530p	1-----	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
				WHAS11 NEWS @ 5p											
				(Program: WHAS11 NEWS @ 5p)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	1-----		1				\$450.00		0.00			
N 7	WHAS	10/09/20	10/12/20	Local News @ 530p M-F	CM	530-6p	1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				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: 10/09/20	10/15/20	1-----		1				\$600.00		0.00			
N 8	WHAS	10/12/20	10/12/20	Local News @ 6p M-F	CM	6-630p	1-----	:30	1	\$700.00	P02	0.00	NM	1	\$700.00
				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: 10/12/20	10/18/20	1-----		1				\$700.00		0.00			
N 9	WHAS	10/09/20	10/12/20	ET 7-730p	CM	7-730p	1-----	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				ENTERTAINMENT TONIGHT											
				(Program: ENTERTAINMENT TONIGHT)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/20	10/15/20	1-----		1				\$800.00		0.00			
N 10	WHAS	10/12/20	10/12/20	Inside Ed 730-8p	CM	730-8p	1-----	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				INSIDE EDITION											
				(Program: INSIDE EDITION)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	1-----		1				\$800.00		0.00			
N 11	WHAS	10/09/20	10/12/20	LF (M-F)	CM	1135p-136a	1-----	:30	1	\$150.00	P02	0.00	NM	1	\$150.00
				JIMMY KIMMEL											
				(Program: JIMMY KIMMEL)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/20	10/15/20	1-----		1				\$150.00		0.00			
N 12	WHAS	10/09/20	10/10/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				WAKE UP WEEKEND 9-10A											
				(Program: WAKE UP WEEKEND 9-10A)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-----1-		1				\$200.00		0.00			
N 13	WHAS	10/09/20	10/10/20	NCAA FB Daytime Early	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: 10/09/20	10/10/20	-----1-		1				\$850.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-----1-		1				\$850.00		0.00			
N14	WHAS	10/09/20	10/11/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
				GOOD MORNING AMERICA		(8:00 AM-9:00 AM)									
				(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: 10/05/20	10/11/20	-----1		1				\$275.00		0.00			
N15	WHAS	10/09/20	10/11/20	Local News @ 11p Su	CM	11-1135p	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				WHAS11 NEWS AT 11 SU											
				(Program: WHAS11 NEWS AT 11 SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-----1		1				\$600.00		0.00			
													Totals	16	\$7,375.00