

ORDER

Orders
Order / Rev: 2069854
 Alt Order #: WOC12664883
 Product Desc: Issue
 Estimate: 9566
 Flight Dates: 09/15/20 - 09/21/20
 Original Date / Rev: 09/11/20 / 09/18/20
 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
08/31/20	09/21/20	24	\$21,350.00	\$18,147.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	24	\$21,350.00	\$18,147.50	0.00
Totals	24	\$21,350.00	\$18,147.50	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	12%	\$21,350.00
Market	100%	\$177,916.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$156,566.67
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	09/15/20	09/20/20	Local News @ 630p Su CM		630-7p	-----1	:30	1	\$700.00	P03	0.00	NM	1	\$700.00
				WHAS11 NEWS @ 630p											
(Program: WHAS11 NEWS @ 630p)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/14/20	09/20/20	-----1	1	\$700.00	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:		09/14/20	09/20/20	-----1					1	\$700.00		0.00			
N 2	All	09/15/20	09/21/20	Local News @ 6p M-F	CM	6-630p	111-1--	: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:		09/15/20	09/21/20	111-1--					4	\$700.00		0.00			
N 3	All	09/15/20	09/17/20	Local News @ 5p M-F	CM	5-530p	-111---	:30	3	\$450.00	P02	0.00	NM	3	\$1,350.00
				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:		09/14/20	09/20/20	-111---					3	\$450.00		0.00			
N 4	All	09/15/20	09/21/20	Local News @ 530p M-F	CM	530-6p	11-1---	:30	3	\$600.00	P02	0.00	NM	3	\$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:		09/15/20	09/21/20	11-1---					3	\$600.00		0.00			
N 5	All	09/15/20	09/17/20	Local News @ 5a M-F	CM	5-6a	--11---	:30	2	\$200.00	P02	0.00	NM	2	\$400.00
				WHAS11 WAKE UP NEWS @ 5											
				(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:		09/14/20	09/20/20	--11---					2	\$200.00		0.00			
N 6	All	09/15/20	09/17/20	Local News @ 6a M-F	CM	6-7a	-111---	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
				WHAS11 WAKE UP NEWS @ 6											
				(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:		09/14/20	09/20/20	-111---					3	\$275.00		0.00			
N 7	All	09/15/20	09/17/20	Local News @ 11p M-F	CM	11-1135p	--11---	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
				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:		09/14/20	09/20/20	--11---					2	\$500.00		0.00			
N 8	All	09/15/20	09/21/20	Good Morning America	CM	7-9a	111-1--	:30	4	\$500.00	P02	0.00	NM	4	\$2,000.00
				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:		09/15/20	09/21/20	111-1--					4	\$500.00		0.00			
N 9	All	09/15/20	09/20/20	This Week Su	CM	9-10a	-----1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
				THIS WEEK											
				(Program: THIS WEEK)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/20	09/20/20	-----1					1	\$475.00		0.00			
N 10	WHAS	09/19/20	09/19/20	NCAA Football Prime	CM	8-1130p	-----S-	:30	1	\$10,000.00	P01	0.00	NM	1	\$10,000.00
				NCAA Football Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/20	09/20/20	-----S-					1	\$10,000.00		0.00			
													Totals	24	\$21,350.00