

ORDER

Orders
Order / Rev: 2061425
Alt Order #: WOC12646069
Product Desc: Issue
Estimate: 9299
Flight Dates: 08/26/20 - 08/31/20
Original Date / Rev: 08/25/20 / 08/28/20
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
07/27/20	08/30/20	7	\$2,500.00	\$2,125.00
08/31/20	08/31/20	3	\$1,150.00	\$977.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	7	\$2,500.00	\$2,125.00	0.00
September 2020	3	\$1,150.00	\$977.50	0.00
Totals	10	\$3,650.00	\$3,102.50	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	14%	\$3,650.00
Market	100%	\$26,071.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	86%	\$22,421.43
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	08/26/20	08/31/20	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	1-111--	:30	4	\$200.00	P01	0.00	NM	4	\$800.00

(Program: WHAS11 NEWS @ 4P)

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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:		08/25/20	08/31/20	1-111--					4	\$200.00		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>		
4	All	08/25/20-08/31/20		Local News @ 4p M-F		4-5p			M-WThF----	:30		\$200.00	0.00	NM		
N 2	All	08/26/20	08/31/20	Local News @ 5p M-F	CM	5-530p	1-11---	:30	3	\$450.00	P02	0.00	NM	3	\$1,350.00	
				(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:		08/25/20	08/31/20	1-11---					3	\$450.00		0.00				
N 3	All	08/26/20	08/31/20	Local News @ 6p M-F	CM	6-630p	1-1-1--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00	
				(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:		08/25/20	08/31/20	1-1-1--					3	\$500.00		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>		
3	All	08/25/20-08/31/20		Local News @ 6p M-F		6-630p			M-W-F----	:30		\$500.00	0.00	NM		
													Totals	10	\$3,650.00	