

ORDER

Orders
Order / Rev: 2073750
Alt Order #: WOC12674048
Product Desc: Issue
Estimate: 9643
Flight Dates: 09/22/20 - 09/28/20
Original Date / Rev: 09/18/20 / 09/21/20
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	09/27/20	18	\$8,525.00	\$7,246.25
09/28/20	09/28/20	4	\$2,000.00	\$1,700.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	18	\$8,525.00	\$7,246.25	0.00
October 2020	4	\$2,000.00	\$1,700.00	0.00
Totals	22	\$10,525.00	\$8,946.25	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	12%	\$10,525.00
Market	100%	\$87,708.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$77,183.33
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	09/22/20	09/28/20	Local News @ 5a M-F	CM	5-6a	1-1----	:30	2	\$200.00	P02	0.00	NM	2	\$400.00
WHAS11 WAKE UP NEWS @ : (Program: WHAS11 WAKE UP NEWS @ 5A)															

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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	09/22/20	09/25/20	Local News @ 6a M-F	CM	6-7a	-1-11--	:30	3	\$250.00	P02	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/22/20	09/28/20	1-1----		2				\$200.00		0.00			
		(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: 09/21/20	09/27/20	-1-11--		3				\$250.00		0.00			
N 3	All	09/22/20	09/28/20	Good Morning America	CM	7-9a	--11---	:30	2	\$475.00	P02	0.00	NM	2	\$950.00
		(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: 09/22/20	09/28/20	--11---		2				\$475.00		0.00			
N 4	All	09/22/20	09/25/20	Local News @ 5p M-F	CM	5-530p	-1--1--	:30	2	\$425.00	P02	0.00	NM	2	\$850.00
		(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: 09/21/20	09/27/20	-1--1--		2				\$425.00		0.00			
N 5	All	09/22/20	09/28/20	Local News @ 530p M-F	CM	530-6p	--111--	:30	3	\$525.00	P02	0.00	NM	3	\$1,575.00
		(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: 09/22/20	09/28/20	--111--		3				\$525.00		0.00			
N 6	All	09/22/20	09/28/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$675.00	P02	0.00	NM	3	\$2,025.00
		(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: 09/22/20	09/28/20	-1-11--		3				\$675.00		0.00			
N 7	All	09/22/20	09/24/20	Local News @ 11p M-F	CM	11-1135p	-1-1---	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
		(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: 09/21/20	09/27/20	-1-1---		2				\$500.00		0.00			
N 8	All	09/22/20	09/27/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$675.00	P02	0.00	NM	1	\$675.00
		(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: 09/21/20	09/27/20	-----1		1				\$675.00		0.00			
N 9	WHAS	09/28/20	09/28/20	Good Morning America	CM	7-9a	M-----	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
		(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	M-----		1				\$500.00		0.00			
N 10	WHAS	09/28/20	09/28/20	Local News @ 530p M-F	CM	530-6p	M-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
		(Program: LOCAL NEWS @ 530P M-F)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	M-----		1				\$600.00		0.00			
N 11	WHAS	09/28/20	09/28/20	Local News @ 6p M-F	CM	6-630p	M-----	:30	1	\$700.00	P02	0.00	NM	1	\$700.00
		(Program: LOCAL NEWS @ 6P M-F)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	M-----		1				\$700.00		0.00			
N 12	WHAS	09/25/20	09/25/20	Local News @ 11p M-F	CM	11-1135p	----F--	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
		(Program: LOCAL NEWS @ 11P M-F)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/20	09/27/20	----F--		1				\$500.00		0.00			

Totals 22 \$10,525.00