

ORDER

Orders
Order / Rev: 2095613
Alt Order #: WOC12733628
Product Desc: Issue
Estimate: 9982
Flight Dates: 10/13/20 - 10/19/20
Original Date / Rev: 10/08/20 / 10/08/20
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	10/19/20	54	\$27,500.00	\$23,375.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	54	\$27,500.00	\$23,375.00	0.00
Totals	54	\$27,500.00	\$23,375.00	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%	\$27,500.00
Market	100%	\$229,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$201,666.67
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	WHAS	10/13/20	10/15/20	Local News @ 430a M-FCM	430-5a		-1-1---	:30	2	\$100.00	P02	0.00	NM	2	\$200.00
				WHAS11 WAKE UP NEWS @ .											
				(Program: WHAS11 WAKE UP NEWS @ 430A)											
		<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---	2	\$100.00	0.00								

Order / Rev: 2095613
 Alt Order #: WOC12733628
 Flight Dates: 10/13/20 - 10/19/20

Advertiser: ISS/ Ditch Mitch
 Product Desc: Issue
 Estimate: 9982
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: 10/12/20	10/18/20	-1-1---		2				\$100.00		0.00			
N 2	WHAS	10/13/20	10/19/20	Local News @ 5a M-F WHAS11 WAKE UP NEWS @ 5A	CM	5-6a	1-1-1--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	1-1-1--		3				\$200.00		0.00			
N 3	WHAS	10/13/20	10/15/20	Local News @ 6a M-F WHAS11 WAKE UP NEWS @ 6A	CM	6-7a	-111---	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
		<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	-111---		3				\$275.00		0.00			
N 4	WHAS	10/13/20	10/19/20	Good Morning America GOOD MORNING AMERICA	CM	7-9a	111-1--	:30	4	\$500.00	P02	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	111-1--		4				\$500.00		0.00			
N 5	WHAS	10/13/20	10/19/20	The View THE VIEW	CM	11-12p	1-1-1--	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	1-1-1--		3				\$200.00		0.00			
N 6	WHAS	10/13/20	10/19/20	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	1-11---	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	1-11---		3				\$200.00		0.00			
N 7	WHAS	10/13/20	10/16/20	GMA3 GMA3	CM	1-2p	-1-11--	:30	3	\$150.00	P02	0.00	NM	3	\$450.00
		<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	-1-11--		3				\$150.00		0.00			
N 8	WHAS	10/13/20	10/19/20	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	1-11---	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	1-11---		3				\$275.00		0.00			
N 9	WHAS	10/13/20	10/19/20	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11-11--	:30	4	\$450.00	P02	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	11-11--		4				\$450.00		0.00			
N 10	WHAS	10/13/20	10/16/20	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	-1111--	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00
		<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	-1111--		4				\$600.00		0.00			
N 11	WHAS	10/13/20	10/16/20	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	-1111--	:30	4	\$700.00	P02	0.00	NM	4	\$2,800.00
		<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	-1111--		4				\$700.00		0.00			
N 12	WHAS	10/13/20	10/19/20	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	1--1---	:30	2	\$800.00	P02	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	1--1---		2				\$800.00		0.00			
N 13	WHAS	10/13/20	10/19/20	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	11-11--	:30	4	\$800.00	P02	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/20	10/19/20	11-11--		4				\$800.00		0.00			

Order / Rev: 2095613
 Alt Order #: WOC12733628
 Flight Dates: 10/13/20 - 10/19/20

Advertiser: ISS/ Ditch Mitch
 Product Desc: Issue
 Estimate: 9982

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:		10/13/20	10/19/20	11-11--		4				\$800.00		0.00			
N 14	WHAS	10/13/20	10/15/20	Local News @ 11p M-F	CM	11-1135p	-111---	: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:		10/12/20	10/18/20	-111---		3				\$600.00		0.00			
N 15	WHAS	10/13/20	10/16/20	Jimmy Kimmel	CM	1135p-1237a	-1-11--	:30	3	\$150.00	P02	0.00	NM	3	\$450.00
				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:		10/12/20	10/18/20	-1-11--		3				\$150.00		0.00			
N 16	WHAS	10/13/20	10/13/20	Tue Prime Other	CM	8-11p	-1-----	:30	1	\$1,925.00	P02	0.00	NM	1	\$1,925.00
				BACHELORETTE											
				(Program: BACHELORETTE)											
		<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				\$1,925.00		0.00			
N 17	WHAS	10/13/20	10/15/20	Prime Political Program	CM	Various	---1---	:30	1	\$3,000.00	P02	0.00	NM	1	\$3,000.00
				Prime Political Program											
				(Program: PRESIDENTIAL DEBATE 2)											
		<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				\$3,000.00		0.00			
N 18	WHAS	10/13/20	10/17/20	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:		10/12/20	10/18/20	-----1-		1				\$850.00		0.00			
N 19	WHAS	10/13/20	10/18/20	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:		10/12/20	10/18/20	-----1		1				\$275.00		0.00			
N 20	WHAS	10/13/20	10/18/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$700.00	P02	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:		10/12/20	10/18/20	-----1		1				\$700.00		0.00			
N 21	WHAS	10/13/20	10/18/20	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:		10/12/20	10/18/20	-----1		1				\$600.00		0.00			
													Totals	54	\$27,500.00