

ORDER

Orders
Order / Rev: 2063982
Alt Order #: WOC12651212
Product Desc: Issue
Estimate: 9390
Flight Dates: 09/01/20 - 09/07/20
Original Date / Rev: 08/31/20 / 08/31/20
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	09/07/20	8	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	8	\$4,600.00	\$3,910.00	0.00
Totals	8	\$4,600.00	\$3,910.00	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	14%	\$4,600.00
Market	100%	\$32,857.14

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	86%	\$28,257.14
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	09/01/20	09/07/20	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	111----	:30	3	\$275.00	P01	0.00	NM	3	\$825.00
(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:		09/01/20	09/07/20	111----		3				\$275.00		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: 09/01/20	09/07/20	111----		3				\$275.00		0.00			
N 2	All	09/01/20	09/07/20	Local News @ 530p M-FCM WHAS11 NEWS @ 530P		530-6p	1--11--	:30	3	\$725.00	P01	0.00	NM	3	\$2,175.00
(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: 09/01/20	09/07/20	1--11--		3				\$725.00		0.00			
N 3	All	09/01/20	09/07/20	Local News @ 6p M-F CM WHAS11 NEWS @ 6p		6-630p	-1-1---	:30	2	\$800.00	P01	0.00	NM	2	\$1,600.00
(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: 09/01/20	09/07/20	-1-1---		2				\$800.00		0.00			
													Totals	8	\$4,600.00