

ORDER

Orders
Order / Rev: 2082386
Alt Order #: WOC12717221
Product Desc: Issue
Estimate: 9745
Flight Dates: 09/29/20 - 10/05/20
Original Date / Rev: 09/25/20 / 09/25/20
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	10/05/20	22	\$12,225.00	\$10,391.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	22	\$12,225.00	\$10,391.25	0.00
Totals	22	\$12,225.00	\$10,391.25	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	14%	\$12,225.00
Market	100%	\$87,321.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	86%	\$75,096.43
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	09/29/20	10/05/20	Local News @ 5a M-F	CM	5-6a	1-11---	:30	3	\$200.00	P02	0.00	NM	3	\$600.00
(Program: WHAS11 WAKE UP NEWS @ 5A) WHAS11 WAKE UP NEWS @ : Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/29/20 10/05/20 1-11--- 3 \$200.00 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:		09/29/20	10/05/20	1-11---		3				\$200.00		0.00			
N 2	All	09/29/20	10/02/20	Local News @ 6a M-F	CM	6-7a	-1-11--	:30	3	\$275.00	P02	0.00	NM	3	\$825.00
				WHAS11 WAKE UP NEWS @ 6A											
				(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:		09/28/20	10/04/20	-1-11--		3				\$275.00		0.00			
N 3	All	09/29/20	10/05/20	Good Morning America	CM	7-9a	1-1-1--	:30	3	\$500.00	P02	0.00	NM	3	\$1,500.00
				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:		09/29/20	10/05/20	1-1-1--		3				\$500.00		0.00			
N 4	All	09/29/20	10/05/20	Local News @ 530p M-F	CM	530-6p	11-11--	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00
				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:		09/29/20	10/05/20	11-11--		4				\$600.00		0.00			
N 5	All	09/29/20	10/02/20	Local News @ 6p M-F	CM	6-630p	-1111--	: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:		09/28/20	10/04/20	-1111--		4				\$700.00		0.00			
N 6	All	09/29/20	10/05/20	Local News @ 11p M-F	CM	11-1135p	11-1---	: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:		09/29/20	10/05/20	11-1---		3				\$600.00		0.00			
N 7	All	09/29/20	10/03/20	NCAA FB Daytime Early	CM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
				ABC COLLEGE FOOTBALL 12I											
				(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:		09/28/20	10/04/20	-----1-		1				\$850.00		0.00			
N 8	All	09/29/20	10/04/20	ABC World News Su	CM	6-630p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				ABC WORLD NEWS SUN											
				(Program: ABC WORLD NEWS SUN)											
		<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	-----1		1				\$1,450.00		0.00			
													Totals	22	\$12,225.00