

ORDER

Orders
Order / Rev: 1962585
 Alt Order #: WOC12431952
 Product Desc: Kentucky
 Estimate: 5206
 Flight Dates: 10/27/20 - 11/02/20
 Original Date / Rev: 03/23/20 / 08/17/20
 Order Type: RFP

WHAS
 Primary AE: Ben Stecker
 Sales Office: TSWAS
 Sales Region: NAT

Agency
Name: Main Street Media Group / POL
 Buying Contact:
 Billing Contact: Ryan Stanley
 PO Box 25093
 Alexandria, VA 22313

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
Name: ISS/ Keep Kentucky Great
 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: 187943
 Agency External ID: 10862AG
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	24	\$28,050.00	\$23,842.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	24	\$28,050.00	\$23,842.50	0.00
Totals	24	\$28,050.00	\$23,842.50	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	16%	\$28,050.00
Market	100%	\$175,312.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$36,815.62
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$33,309.38
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$77,137.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/27/20	10/30/20	Local News @ 6p M-F	CM	6-630p	- 1- 11--	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 134. Nielsen: 4.882548617413491 Start Date: 10/26/20 End Date: 11/01/20 Weekdays: - 1- 11-- Spots/Week: 3 Rate: \$800.00 Rating: 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:		10/26/20	11/01/20	- 1 - 11 - -					3	\$800.00		0.00			
N 2	All	10/27/20	11/02/20	ABC World News	CM	630-7p	1- 1- 1- -	:30	3	\$1,450.00	P02	0.00	NM	3	\$4,350.00
				»ABC World News											
				(Program: »ABC World News)302 Index: 135. Nielsen: 6.105724256234987											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	1- 1- 1- -					3	\$1,450.00		0.00			
N 3	All	10/27/20	11/02/20	ET 7-730p	CM	7-730p	11- 1- - - -	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
				»ENTERTAINMENT TONIGHT											
				(Program: »ENTERTAINMENT TONIGHT)302 Index: 129. Nielsen: 4.960788999037845											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	11- 1- - - -					3	\$800.00		0.00			
N 4	All	10/27/20	10/30/20	Inside Ed 730-8p	CM	730-8p	- - 111 - -	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
				»INSIDE EDITION											
				(Program: »INSIDE EDITION)302 Index: 125. Nielsen: 5.043334038043144											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - 111 - -					3	\$800.00		0.00			
N 5	All	10/27/20	11/02/20	Mon Prime Other	CM	8-11p	1- - - - -	:30	1	\$1,925.00	P02	0.00	NM	1	\$1,925.00
				»DANCING WITH THE STARS											
				(Program: »DANCING WITH THE STARS)302 Index: 124. Nielsen: 5.3355742595227											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	1- - - - -					1	\$1,925.00		0.00			
N 6	All	10/27/20	10/27/20	Tue Prime A	CM	8-9p	- 1- - - - -	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
				»CONNORS/BLESS THIS MES											
				(Program: »CONNORS/BLESS THIS MESS)302 Index: 121. Nielsen: 3.852027336458053											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- 1- - - - -					1	\$1,325.00		0.00			
N 7	All	10/27/20	10/27/20	Tue Prime B	CM	9-10p	- 1- - - - -	:30	1	\$1,075.00	P02	0.00	NM	1	\$1,075.00
				»MIXED-ISH/BLACK-ISH											
				(Program: »MIXED-ISH/BLACK-ISH)302 Index: 115. Nielsen: 2.9878134263303586											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- 1- - - - -					1	\$1,075.00		0.00			
N 8	All	10/27/20	10/28/20	Wed Prime A	CM	8-9p	- - 1- - - -	:30	1	\$1,800.00	P02	0.00	NM	1	\$1,800.00
				»GOLDBERGS/SCHOOLED											
				(Program: »GOLDBERGS/SCHOOLED)302 Index: 120. Nielsen: 3.3504124089990164											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - 1- - - -					1	\$1,800.00		0.00			
N 9	All	10/27/20	10/29/20	Thu Prime B	CM	9-10p	- - - 1- - -	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
				»A MILLION LITTLE THINGS											
				(Program: »A MILLION LITTLE THINGS)302 Index: 125. Nielsen: 3.498737250745549											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - - 1- - -					1	\$2,050.00		0.00			
N 10	All	10/27/20	10/30/20	Fri Prime Other	CM	8-11p	- - - - 1- -	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
				»20/20											
				(Program: »20/20)302 Index: 120. Nielsen: 2.7476189205107246											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - - - 1- -					1	\$1,325.00		0.00			
N 11	All	10/27/20	10/31/20	NCAA FB Daytime Gam	CM	12-330p	- - - - - 1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
				»ABC COLLEGE FOOTBALL 1:											
				(Program: »ABC COLLEGE FOOTBALL 12P)302 Index: 116. Nielsen: 3.0252534027979103											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - - - - 1-					1	\$850.00		0.00			
N 12	All	10/27/20	10/31/20	NCAA FB Daytime Gam	CM	330-7p	- - - - - 1-	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				»ABC COLLEGE FOOTBALL 3:											
				(Program: »ABC COLLEGE FOOTBALL 330P)302 Index: 105. Nielsen: 3.376553492823721											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - - - - 1-					1	\$1,450.00		0.00			
N 13	All	10/27/20	10/31/20	NCAA Football Prime	CM	8-1130p	- - - - - 1-	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
				»ABC PRIME COLLEGE FOOT											
				(Program: »ABC PRIME COLLEGE FOOTBALL)302 Index: 102. Nielsen: 5.685521341254688											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	- - - - - 1-					1	\$1,200.00		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: 10/26/20	11/01/20	-----1-		1				\$1,200.00		0.00			
N14	All	10/27/20	11/01/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				»FUNNIEST HOME VIDEOS											
				(Program: »FUNNIEST HOME VIDEOS)302 Index: 132. Nielsen: 4.35412993864664											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1		1				\$1,450.00		0.00			
N15	All	10/27/20	11/01/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				»KIDS SAY THE DARNDDEST T											
				(Program: »KIDS SAY THE DARNDDEST THINGS)302 Index: 118. Nielsen: 4.3129982236636											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1		1				\$1,450.00		0.00			
N16	All	10/27/20	11/01/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				»WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)											
				(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 4.642510297340454											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1		1				\$600.00		0.00			
													Totals	24	\$28,050.00