

# ORDER

**Orders**  
**Order / Rev:** 1962559  
**Alt Order #:** WOC12431880  
**Product Desc:** Kentucky  
**Estimate:** 5196  
**Flight Dates:** 09/22/20 - 09/28/20  
**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
08/31/20	09/27/20	38	\$28,600.00	\$24,310.00
09/28/20	09/28/20	7	\$5,450.00	\$4,632.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	38	\$28,600.00	\$24,310.00	0.00
October 2020	7	\$5,450.00	\$4,632.50	0.00
<b>Totals</b>	<b>45</b>	<b>\$34,050.00</b>	<b>\$28,942.50</b>	<b>0.00</b>

**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%	\$34,050.00
Market	100%	\$212,812.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$44,690.62
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$40,434.38
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$93,637.50

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	09/25/20	Good Morning America	CM	7-9a	- 1111 - -	:30	4	\$600.00	P02	0.00	NM	4	\$2,400.00
				»GOOD MORNING AMERICA											
(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.452719681431284															

Order / Rev: 1962559  
 Alt Order #: WOC12431880  
 Flight Dates: 09/22/20 - 09/28/20

Advertiser: ISS/ Keep Kentucky Great  
 Product Desc: Kentucky  
 Estimate: 5196  
**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: 09/21/20	09/27/20	- 1111--		4				\$600.00		0.00			
N 2	All	09/22/20	09/28/20	Good Morning America	CM	7-9a	1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
		»GOOD MORNING AMERICA													
		(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.4305712039194294													
		<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				\$600.00		0.00			
N 3	All	09/22/20	09/25/20	Local News @ 5p M-F	CM	5-530p	- 1-- 1--	:30	2	\$600.00	P02	0.00	NM	2	\$1,200.00
		»WHAS11 NEWS @ 5p													
		(Program: »WHAS11 NEWS @ 5p)302 Index: 133. Nielsen: 3.5662265317244737													
		<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				\$600.00		0.00			
N 4	All	09/22/20	09/28/20	Local News @ 5p M-F	CM	5-530p	1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
		»WHAS11 NEWS @ 5p													
		(Program: »WHAS11 NEWS @ 5p)302 Index: 133. Nielsen: 3.2438561858081787													
		<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				\$600.00		0.00			
N 5	All	09/22/20	09/24/20	Local News @ 530p M-F	CM	530-6p	-- 11---	:30	2	\$725.00	P02	0.00	NM	2	\$1,450.00
		»WHAS11 NEWS @ 530P													
		(Program: »WHAS11 NEWS @ 530P)302 Index: 137. Nielsen: 3.943636297885746													
		<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	-- 11---		2				\$725.00		0.00			
N 6	All	09/22/20	09/28/20	Local News @ 530p M-F	CM	530-6p	1-----	:30	1	\$725.00	P02	0.00	NM	1	\$725.00
		»WHAS11 NEWS @ 530P													
		(Program: »WHAS11 NEWS @ 530P)302 Index: 133. Nielsen: 3.7571427062801384													
		<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				\$725.00		0.00			
N 7	All	09/22/20	09/25/20	Local News @ 6p M-F	CM	6-630p	- 1- 11--	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
		»WHAS11 NEWS @ 6 & 630p Su-F													
		(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 138. Nielsen: 4.8878518966046505													
		<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				\$800.00		0.00			
N 8	All	09/22/20	09/25/20	ABC World News	CM	630-7p	-- 1- 1--	:30	2	\$1,450.00	P02	0.00	NM	2	\$2,900.00
		»ABC World News													
		(Program: »ABC World News)302 Index: 141. Nielsen: 6.1669815859128745													
		<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				\$1,450.00		0.00			
N 10	All	09/22/20	09/24/20	ET 7-730p	CM	7-730p	- 1- 1---	:30	2	\$800.00	P02	0.00	NM	2	\$1,600.00
		»ENTERTAINMENT TONIGHT													
		(Program: »ENTERTAINMENT TONIGHT)302 Index: 130. Nielsen: 4.992020339685012													
		<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				\$800.00		0.00			
N 11	All	09/22/20	09/28/20	ET 7-730p	CM	7-730p	1-----	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
		»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: 09/22/20	09/28/20	1-----		1				\$800.00		0.00			
N 12	All	09/22/20	09/25/20	Inside Ed 730-8p	CM	730-8p	- 11- 1--	:30	3	\$800.00	P02	0.00	NM	3	\$2,400.00
		»INSIDE EDITION													
		(Program: »INSIDE EDITION)302 Index: 128. Nielsen: 4.838562163509355													
		<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	- 11- 1--		3				\$800.00		0.00			
N 13	All	09/22/20	09/28/20	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: 09/22/20	09/28/20	1-----		1				\$1,925.00		0.00			
N 14	All	09/22/20	09/24/20	LN (M-Su)	CM	11-1135p	-- 11---	:30	2	\$600.00	P02	0.00	NM	2	\$1,200.00
		»WHAS11 NEWS AT 11 M-F/Su													
		(Program: »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 3.0440009693611136													
		<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				\$600.00		0.00			

Order / Rev: 1962559  
 Alt Order #: WOC12431880  
 Flight Dates: 09/22/20 - 09/28/20

Advertiser: ISS/ Keep Kentucky Great  
 Product Desc: Kentucky  
 Estimate: 5196  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	All	09/22/20	09/28/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
(Program: »WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM) »WHAS11 NEWS AT 11 M-F/SU)302 Index: 127. Nielsen: 2.8932100770879785															
		<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	--11---		2				\$600.00		0.00			
N 17	All	09/22/20	09/22/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	1	\$1,075.00
(Program: »MIXED-ISH/BLACK-ISH »MIXED-ISH/BLACK-ISH)302 Index: 120. Nielsen: 3.367173374504887															
		<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				\$600.00		0.00			
N 22	All	09/22/20	09/25/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
(Program: »20/20)302 Index: 122. Nielsen: 3.0967123191723287															
		<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				\$1,325.00		0.00			
N 23	All	09/22/20	09/26/20	NCAA FB Daytime Gam	CM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
(Program: »ABC COLLEGE FOOTBALL 12P)302 Index: 108. Nielsen: 3.6059975689512154															
		<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				\$850.00		0.00			
N 24	All	09/22/20	09/26/20	NCAA FB Daytime Gam	CM	330-7p	-----1-	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
(Program: »ABC COLLEGE FOOTBALL 330P)302 Index: 109. Nielsen: 4.42841534211621															
		<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				\$1,450.00		0.00			
N 25	All	09/22/20	09/26/20	NCAA Football Prime	CM	8-1130p	-----1-	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
(Program: »ABC PRIME COLLEGE FOOTBALL)302 Index: 100. Nielsen: 3.6170645490318636															
		<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				\$1,200.00		0.00			
N 27	All	09/22/20	09/27/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P02	0.00	NM	1	\$275.00
(Program: »GOOD MORNING AMERICA (8:00 AM-9:00 AM) »GOOD MORNING AMERICA)302 Index: 138. Nielsen: 2.6970237079818946															
		<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				\$275.00		0.00			
N 28	All	09/22/20	09/27/20	This Week Su	CM	9-10a	-----1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
(Program: »THIS WEEK)302 Index: 135. Nielsen: 2.2044970974117977															
		<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				\$475.00		0.00			
N 29	All	09/22/20	09/27/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
(Program: »FUNNIEST HOME VIDEOS)302 Index: 135. Nielsen: 3.8065111016637774															
		<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				\$1,450.00		0.00			
N 30	All	09/22/20	09/27/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
(Program: »KIDS SAY THE DARNDDEST THINGS)302 Index: 119. Nielsen: 4.486775172032978															
		<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				\$1,325.00		0.00			
N 31	All	09/22/20	09/27/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
(Program: »WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM) »WHAS11 NEWS AT 11 M-F/SU)302 Index: 129. Nielsen: 5.171379476656659															
		<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				\$600.00		0.00			
N 32	All	09/22/20	09/24/20	Great Day Live 9-10a	CM	9-10a	--11---	:30	2	\$100.00	P02	0.00	NM	2	\$200.00
(Program: »GREAT DAY LIVE)302 Index: 139. Nielsen: 1.048840506135479															
		<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	--11---		2				\$100.00		0.00			

Order / Rev: 1962559  
 Alt Order #: WOC12431880  
 Flight Dates: 09/22/20 - 09/28/20

Advertiser: ISS/ Keep Kentucky Great  
 Product Desc: Kentucky  
 Estimate: 5196  
**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:		09/21/20	09/27/20	--11---					2	\$100.00		0.00			
N33	All	09/22/20	09/25/20	Local News @ 12p M-F CM	CM	12-1p	-1111--	:30	4	\$200.00	P02	0.00	NM	4	\$800.00
				»WHAS11 NEWS AT NOON											
				(Program: »WHAS11 NEWS AT NOON)302 Index: 147. Nielsen: 2.2246751741742194											
		<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	-1111--					4	\$200.00		0.00			
N34	All	09/22/20	09/28/20	Local News @ 12p M-F CM	CM	12-1p	1-----	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
				»WHAS11 NEWS AT NOON											
				(Program: »WHAS11 NEWS AT NOON)302 Index: 140. Nielsen: 2.2210810188836083											
		<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	\$200.00		0.00			
N35	All	09/22/20	09/23/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$1,075.00	P02	0.00	NM	1	\$1,075.00
				»UNITED WE FALL/SINGLE PA											
				(Program: »UNITED WE FALL/SINGLE PARENTS)302 Index: 117. Nielsen: 2.6958359595206463											
		<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	\$1,075.00		0.00			
N36	All	09/22/20	09/24/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$950.00	P02	0.00	NM	1	\$950.00
				»STATION 19											
				(Program: »STATION 19)302 Index: 119. Nielsen: 2.9010743995572312											
		<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	\$950.00		0.00			
													Totals	45	\$34,050.00