

ORDER

Orders
Order / Rev: 1962593
 Alt Order #: WOC12431856
 Product Desc: Kentucky
 Estimate: 5192
 Flight Dates: 09/08/20 - 09/14/20
 Original Date / Rev: 03/23/20 / 09/09/20
 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	09/14/20	50	\$34,350.00	\$29,197.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	50	\$34,350.00	\$29,197.50	0.00
Totals	50	\$34,350.00	\$29,197.50	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%	\$34,350.00
Market	100%	\$214,687.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$45,084.38
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$40,790.62
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$94,462.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/08/20	09/14/20	Good Morning America	CM	7-9a	11111--	:30	5	\$600.00	P01	0.00	NM	5	\$3,000.00
(Program: »GOOD MORNING AMERICA)302 Index: 131. Nielsen: 3.452719681431284 Start Date: 09/08/20 End Date: 09/14/20 Weekdays: 11111-- Spots/Week: 5 Rate: \$600.00 Rating: 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: 09/08/20	09/14/20	11111--		5				\$600.00		0.00			
N 2	All	09/08/20	09/11/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P	CM	4-5p	- 1111--	:30	4	\$275.00	P01	0.00	NM	4	\$1,100.00
		(Program: »WHAS11 NEWS @ 4P)302 Index: 131. Nielsen: 2.526081264637715													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	- 1111--		4				\$275.00		0.00			
N 3	All	09/08/20	09/14/20	Local News @ 5p M-F »WHAS11 NEWS @ 5p	CM	5-530p	11- 1- - -	:30	3	\$600.00	P01	0.00	NM	3	\$1,800.00
		(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: 09/08/20	09/14/20	11- 1- - -		3				\$600.00		0.00			
N 4	All	09/08/20	09/11/20	Local News @ 6p M-F »WHAS11 NEWS @ 530P	CM	6-630p	- 11- 1- -	:30	3	\$725.00	P01	0.00	NM	3	\$2,175.00
		(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: 09/07/20	09/13/20	- 11- 1- -		3				\$725.00		0.00			
N 5	All	09/08/20	09/14/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 6:30p Su-F	CM	6-630p	1- 111- -	:30	4	\$800.00	P01	0.00	NM	4	\$3,200.00
		(Program: »WHAS11 NEWS @ 6 & 6:30p 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: 09/08/20	09/14/20	1- 111- -		4				\$800.00		0.00			
N 6	All	09/08/20	09/10/20	ABC World News »ABC World NEWS	CM	630-7p	- 1- 1- - -	:30	2	\$1,450.00	P01	0.00	NM	2	\$2,900.00
		(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: 09/07/20	09/13/20	- 1- 1- - -		2				\$1,450.00		0.00			
N 7	All	09/08/20	09/14/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	1- 1- 1- -	:30	3	\$800.00	P01	0.00	NM	3	\$2,400.00
		(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: 09/08/20	09/14/20	1- 1- 1- -		3				\$800.00		0.00			
N 8	All	09/08/20	09/14/20	Inside Ed 730-8p »INSIDE EDITION	CM	730-8p	11- 1- - -	:30	3	\$800.00	P01	0.00	NM	3	\$2,400.00
		(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: 09/08/20	09/14/20	11- 1- - -		3				\$800.00		0.00			
N 9	All	09/08/20	09/14/20	Mon Prime C »THE HUSTLER	CM	10-11p	1- - - - -	:30	1	\$1,075.00	P03	0.00	NM	1	\$1,075.00
		(Program: »THE HUSTLER)302 Index: 129. Nielsen: 2.2351697397545793													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/20	09/14/20	1- - - - -		1				\$1,075.00		0.00			
N 10	All	09/08/20	09/14/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11111--	:30	5	\$600.00	P01	0.00	NM	5	\$3,000.00
		(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: 09/08/20	09/14/20	11111--		5				\$600.00		0.00			
N 12	All	09/08/20	09/09/20	Wed Prime A »PRESS YOUR LUCK	CM	8-9p	-- 1- - - -	:30	1	\$1,075.00	P01	0.00	NM	1	\$1,075.00
		(Program: »PRESS YOUR LUCK)302 Index: 121. Nielsen: 2.96345801182602													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	-- 1- - - -		1				\$1,075.00		0.00			
N 14	All	09/08/20	09/10/20	Thu Prime A »HOLEY MOLEY	CM	8-9p	- - - 1- - -	:30	1	\$725.00	P01	0.00	NM	1	\$725.00
		(Program: »HOLEY MOLEY)302 Index: 120. Nielsen: 4.6052446160737315													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	- - - 1- - -		1				\$725.00		0.00			
N 15	All	09/08/20	09/10/20	Thu Prime B »FAMILY FOOD FIGHT	CM	9-10p	- - - 1- - -	:30	1	\$725.00	P01	0.00	NM	1	\$725.00
		(Program: »FAMILY FOOD FIGHT)302 Index: 125. Nielsen: 3.949269338735419													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/20	09/14/20	- - - 1- - -		1				\$725.00		0.00			

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N 16	All	09/08/20	09/11/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$950.00	P01	0.00	NM	1	\$950.00
»WOMEN OF THE MOVEMENT (Program: »WOMEN OF THE MOVEMENT)302 Index: 129. Nielsen: 2.366952736672364															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	---1---			1			\$725.00			0.00		
N 18	All	09/08/20	09/12/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$200.00	P01	0.00	NM	1	\$200.00
»WAKE UP WEEKEND 9-10A (Program: »WAKE UP WEEKEND 9-10A)302 Index: 135. Nielsen: 3.447116022714845															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	-----1-			1			\$950.00			0.00		
N 19	All	09/08/20	09/12/20	NCAA FB Daytime Early	GM	12-330p	-----1-	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
»ABC COLLEGE FOOTBALL 12 (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:		09/07/20	09/13/20	-----1-			1			\$850.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	All	09/07/20-09/13/20	NCAA FB Daytime Early		Gam 12-330p		-----Sa--	:30	(\$850.00)		0.00	NM			
See MG 19.2															
[Program Change] NO Game 1															
2	All	09/07/20-09/13/20	Fri Prime A		8-9p		-----F----	:30	\$850.00		0.00	NM			
Ⓜ MG for 19.1 09/12															
N 20	All	09/08/20	09/12/20	NCAA FB Daytime Late	GM	330-7p	-----1-	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
»ABC COLLEGE FOOTBALL 33 (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:		09/07/20	09/13/20	-----1-			1			\$1,450.00			0.00		
N 21	All	09/08/20	09/12/20	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: 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:		09/07/20	09/13/20	-----1-			1			\$1,200.00			0.00		
N 22	All	09/08/20	09/12/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$350.00	P01	0.00	NM	1	\$350.00
»WHAS11 NEWS AT 11 SAT (11:00 PM-11:30 PM) (Program: »WHAS11 NEWS AT 11 SAT)302 Index: 121. Nielsen: 3.9474178686550916															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	-----1-			1			\$350.00			0.00		
N 23	All	09/08/20	09/13/20	Good Morning America	GM	8:00 AM-9:00 AM	-----1	:30	1	\$275.00	P01	0.00	NM	1	\$275.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »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:		09/07/20	09/13/20	-----1			1			\$275.00			0.00		
N 24	All	09/08/20	09/13/20	This Week Su	CM	9-10a	-----1	:30	1	\$475.00	P01	0.00	NM	1	\$475.00
»THIS WEEK (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:		09/07/20	09/13/20	-----1			1			\$475.00			0.00		
N 25	All	09/08/20	09/13/20	Soccer Various	CM	Various	-----1	:30	1	\$475.00	P02	0.00	NM	1	\$475.00
»WNBA PHOENIX @ SEATTLE (Program: »WNBA PHOENIX @ SEATTLE)302 Index: 121. Nielsen: 0.4348174365059479															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	-----1			1			\$475.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	All	09/07/20-09/13/20	Soccer Various		Various		-----Su	:30	(\$475.00)		0.00	NM			
See MG 25.2															
[Program Change-incorrect inv code-mw]															
2	All	09/07/20-09/13/20	WNBA		Various		-----Su	:30	\$475.00		0.00	NM			
Ⓜ MG for 25.1 09/13															
N 26	All	09/08/20	09/13/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
»FUNNIEST HOME VIDEOS															

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(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:		09/07/20	09/13/20	-----1			1			\$1,450.00			0.00		
N29	All	09/08/20	09/13/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)	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/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:		09/07/20	09/13/20	-----1			1			\$600.00			0.00		
N30	All	09/08/20	09/10/20	Access Daily 10-11a Access Daily 10-11a	CM	10-11a	---1---	:30	1	\$100.00	P01	0.00	NM	1	\$100.00
(Program: »SISTER CIRCLE)302 Index: 121. Nielsen: 1.3164222678585886															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	---1---			1			\$100.00			0.00		
N31	All	09/08/20	09/11/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON	CM	12-1p	-1-1--	:30	2	\$200.00	P01	0.00	NM	2	\$400.00
(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:		09/07/20	09/13/20	-1-1--			2			\$200.00			0.00		
													Totals	50	\$34,350.00