

ORDER

Orders
Order / Rev: 1962575
Alt Order #: WOC12431949
Product Desc: Kentucky
Estimate: 5202
Flight Dates: 10/13/20 - 10/19/20
Original Date / Rev: 03/23/20 / 10/19/20
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
09/28/20	10/19/20	28	\$30,950.00	\$26,307.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	28	\$30,950.00	\$26,307.50	0.00
Totals	28	\$30,950.00	\$26,307.50	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%	\$30,950.00
Market	100%	\$193,437.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	21%	\$40,621.88
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	19%	\$36,753.12
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	44%	\$85,112.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/13/20	10/16/20	Local News @ 6p M-F	CM	6-630p	- 1- 11--	:30	3	\$700.00	P02	0.00	NM	3	\$2,100.00
(Program: »WHAS11 NEWS @ 6 & 630p Su-F)302 Index: 134. Nielsen: 4.882548617413491 Start Date: 10/12/20 End Date: 10/18/20 Weekdays: - 1- 11-- Spots/Week: 3 Rate: \$700.00 Rating: 0.00															

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N 2	All	10/13/20	10/19/20	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:		10/12/20	10/18/20	-1-11--			3		\$700.00		0.00				
N 3	All	10/13/20	10/19/20	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:		10/13/20	10/19/20	1-1-1--			3		\$1,450.00		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>		
3	All	10/13/20-10/19/20		ET 7-730p			7-730p		MT-Th-----	:30	\$800.00	0.00	NM		
N 4	All	10/13/20	10/16/20	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:		10/12/20	10/18/20	--111--			3		\$800.00		0.00				
N 5	All	10/13/20	10/19/20	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:		10/13/20	10/19/20	1-----			1		\$1,925.00		0.00				
N 6	All	10/13/20	10/13/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$1,325.00	P02	0.00	NM	0	\$0.00
				»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:		10/12/20	10/18/20	-1-----			1		\$1,325.00		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	10/12/20-10/18/20		Tue Prime A			8-9p		-T-----	:30	(\$1,325.00)	0.00	NM		
				See MG 7.2,7.3											
				[NA/Oversold]											
N 7	All	10/13/20	10/13/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$1,075.00	P02	0.00	NM	2	\$2,400.00
				»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:		10/12/20	10/18/20	-1-----			1		\$1,075.00		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	10/12/20-10/18/20		Tue Prime B			9-10p		-T-----	:30	(\$1,075.00)	0.00	NM		
				See MG 7.2,7.3											
				[Program Change]											
2	All	10/12/20-10/18/20		Tue Prime Other			8-11p		-T-----	:30	\$1,925.00	0.00	NM		
				Ⓜ MG for 6.1,7.1											
				[Approved 10/12]											
3	All	10/12/20-10/18/20		This Week Su			9-10a		-----Su	:30	\$475.00	0.00	NM		
				Ⓜ MG for 6.1,7.1											
				[Approved 10/12]											
N 8	All	10/13/20	10/14/20	Wed Prime A	CM	8-9p	--1----	:30	1	\$1,800.00	P02	0.00	NM	0	\$0.00
				»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:		10/12/20	10/18/20	--1----			1		\$1,800.00		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	10/12/20-10/18/20		Wed Prime A			8-9p		--W-----	:30	(\$1,800.00)	0.00	NM		
				See MG 9.2,9.3											
				[Program Change-Movie of the Week-mw]											
N 9	All	10/13/20	10/15/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$2,050.00	P02	0.00	NM	2	\$3,850.00
				»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:		10/13/20	10/15/20	---1---			1		\$2,050.00		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:		10/12/20	10/18/20	---1---					1	\$2,050.00		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	10/12/20-10/18/20		Thu Prime B		9-10p	---Th-----	:30		(\$2,050.00)		0.00	NM		
See MG 9.2,9.3 [Program Change-Presidential-mw]															
2	All	10/12/20-10/18/20		Prime Political Program	Various		---Th-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 8.1,9.1 [Approved 10/7]															
3	All	10/12/20-10/18/20		NCAA FB Daytime EarlyGam 12-330p			-----Sa--	:30		\$850.00		0.00	NM		
Ⓜ MG for 8.1,9.1 [Approved 10/7]															
N10	All	10/13/20	10/16/20	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:		10/12/20	10/18/20	----1--					1	\$1,325.00		0.00			
N11	All	10/13/20	10/17/20	NCAA FB Daytime EarlyGM	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:		10/12/20	10/18/20	-----1-					1	\$850.00		0.00			
N12	All	10/13/20	10/17/20	NCAA FB Daytime Late GM	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:		10/12/20	10/18/20	-----1-					1	\$1,450.00		0.00			
N13	All	10/13/20	10/17/20	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:		10/12/20	10/18/20	-----1-					1	\$1,200.00		0.00			
N14	All	10/13/20	10/18/20	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:		10/12/20	10/18/20	-----1					1	\$1,450.00		0.00			
N15	All	10/13/20	10/18/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
»KIDS SAY THE DARNEST T (Program: »KIDS SAY THE DARNEST 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:		10/12/20	10/18/20	-----1					1	\$1,450.00		0.00			
N16	All	10/13/20	10/18/20	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:		10/12/20	10/18/20	-----1					1	\$600.00		0.00			
N17	WHAS	10/13/20	10/18/20	Local News @ 12p M-F	CM	12-1p	-1-----	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
Local News @ 12p M-F (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:		10/12/20	10/18/20	-1-----					1	\$200.00		0.00			
N18	WHAS	10/13/20	10/18/20	Local News @ 430a M-F	CM	430-5a	-1-----	:30	1	\$100.00	P02	0.00	NM	1	\$100.00
Local News @ 430a M-F (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:		10/12/20	10/18/20	-1-----					1	\$100.00		0.00			
N19	WHAS	10/14/20	10/14/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
Wed Prime C (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>			

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Week:		10/12/20	10/18/20	--1----		1				\$1,450.00		0.00			
N20	WHAS	10/14/20	10/18/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$1,450.00	P02	0.00	NM	1	\$1,450.00
				Sun Prime D											
(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:		10/12/20	10/18/20	-----1		1				\$1,450.00		0.00			
													Totals	28	\$30,950.00