

# ORDER

**Orders**  
**Order / Rev:** 2040592  
**Alt Order #:** WOC12597564  
**Product Desc:** Kentucky  
**Estimate:** 5417  
**Flight Dates:** 08/25/20 - 08/31/20  
**Original Date / Rev:** 07/09/20 / 08/28/20  
**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/ One Nation  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** 103780  
**Agency External ID:** 10862AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/30/20	37	\$16,025.00	\$13,621.25
08/31/20	08/31/20	8	\$3,950.00	\$3,357.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	37	\$16,025.00	\$13,621.25	0.00
September 2020	8	\$3,950.00	\$3,357.50	0.00
<b>Totals</b>	<b>45</b>	<b>\$19,975.00</b>	<b>\$16,978.75</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	18%	\$19,975.00
Market	100%	\$110,972.22

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$90,997.22
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	08/25/20	08/31/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,100.00	P03	0.00	NM	1	\$1,100.00
»BACH IN PARADISE - Rate															
(Program: »BACH IN PARADISE - Rate)302 Index: 120. Nielsen: 4.2															

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	08/25/20	08/25/20	Tue Prime C	CM	10-11p	- 1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
»GENETIC DETECTIVE - Rate															
(Program: »GENETIC DETECTIVE - Rate)302 Index: 123. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	1-----			1			\$1,100.00			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	08/24/20-08/30/20	Tue Prime C				10-11p	- T-----	:30	<del>(\$600.00)</del>	0.00	NM			
See MG 2.2															
[Program Change-Republican Convention-mw]															
2	All	08/25/20-08/25/20	Prime Political Program				Various	- T-----	:30	\$600.00	0.00	NM			
Ⓜ MG for 2.1 08/25															
N 3	All	08/25/20	08/31/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
»THE HUSTLER - Rate															
(Program: »THE HUSTLER - Rate)302 Index: 124. Nielsen: 3.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	1-----			1			\$600.00			0.00		
N 4	All	08/25/20	08/28/20	Fri Prime A	CM	8-9p	---- 1--	:30	1	\$525.00	P02	0.00	NM	1	\$525.00
»SHARK TANK - Rate															
(Program: »SHARK TANK - Rate)302 Index: 120. Nielsen: 2.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	---- 1--			1			\$525.00			0.00		
N 5	All	08/25/20	08/25/20	Tue Prime Other	CM	8-11p	- 1-----	:30	1	\$825.00	P02	0.00	NM	1	\$825.00
»BACH IN PARADISE - Rate															
(Program: »BACH IN PARADISE - Rate)302 Index: 123. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	- 1-----			1			\$825.00			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	08/24/20-08/30/20	Tue Prime Other				8-11p	- T-----	:30	<del>(\$825.00)</del>	0.00	NM			
See MG 5.2															
[Program Change=Prime A,B-MW]															
2	All	08/24/20-08/30/20	Tue Prime A				8-9p	- T-----	:30	\$825.00	0.00	NM			
Ⓜ MG for 5.1 08/25															
N 6	All	08/25/20	08/26/20	Wed Prime B	CM	9-10p	-- 1----	:30	1	\$675.00	P02	0.00	NM	1	\$675.00
»CARD SHARKS - Rate															
(Program: »CARD SHARKS - Rate)302 Index: 122. Nielsen: 3.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	-- 1----			1			\$675.00			0.00		
N 7	All	08/25/20	08/27/20	Thu Prime B	CM	9-10p	--- 1---	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
»DON'T - Rate															
(Program: »DON'T - Rate)302 Index: 124. Nielsen: 2.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	--- 1---			1			\$450.00			0.00		
N 8	All	08/25/20	08/30/20	Sun Prime B	CM	8-9p	----- 1	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00
»CELEBRITY FAMILY FEUD - f															
(Program: »CELEBRITY FAMILY FEUD - Rate)302 Index: 124. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	----- 1			1			\$1,275.00			0.00		
N 9	All	08/25/20	08/28/20	Fri Prime Other	CM	8-11p	---- 1--	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
»20/20 - Rate															
(Program: »20/20 - Rate)302 Index: 124. Nielsen: 2.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	---- 1--			1			\$600.00			0.00		
N 10	All	08/25/20	08/26/20	Wed Prime A	CM	8-9p	-- 1----	:30	1	\$675.00	P02	0.00	NM	1	\$675.00
»\$100,000 PYRAMID - Rate															
(Program: »\$100,000 PYRAMID - Rate)302 Index: 121. Nielsen: 3.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	-- 1----			1			\$675.00			0.00		
N 11	All	08/25/20	08/27/20	Thu Prime A	CM	8-9p	--- 1---	:30	1	\$450.00	P02	0.00	NM	1	\$450.00
»HOLEY MOLEY - Rate															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	All	08/25/20	08/30/20	Sun Prime A »FUNNIEST HOME VIDEOS - F	CM	7-8p	-----1	:30	1	\$675.00	P02	0.00	NM	1	\$675.00
(Program: »HOLEY MOLEY - Rate)302 Index: 128. Nielsen: 4.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	---1---			1			\$450.00			0.00		
N 13	All	08/25/20	08/31/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F/Sl	CM	11-1135p	11111--	:30	5	\$375.00	P02	0.00	NM	5	\$1,875.00
(Program: »FUNNIEST HOME VIDEOS - Rate)302 Index: 132. Nielsen: 4.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	-----1			1			\$675.00			0.00		
N 14	All	08/25/20	08/31/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	11111--	:30	5	\$375.00	P02	0.00	NM	5	\$1,875.00
(Program: »WHAS11 NEWS AT 11 M-F/SU - Rate)302 Index: 129. Nielsen: 2.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	11111--			5			\$375.00			0.00		
N 15	All	08/25/20	08/28/20	Inside Ed 730-8p »INSIDE EDITION - Rate	CM	730-8p	-11-1--	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
(Program: »WHAS11 NEWS AT 11 M-F/SU - Rate)302 Index: 129. Nielsen: 2.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	-11-1--			3			\$400.00			0.00		
N 16	All	08/25/20	08/31/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	11-1---	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
(Program: »GOOD MORNING AMERICA - Rate)302 Index: 129. Nielsen: 3.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	11111--			5			\$375.00			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	08/25/20-08/31/20		ET 7-730p			7-730p	MT-Th-----	:30	\$400.00	0.00	NM			
N 17	All	08/25/20	08/28/20	Local News @ 530p M-FCM »WHAS11 NEWS @ 530P - Rat	CM	530-6p	--111--	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00
(Program: »INSIDE EDITION - Rate)302 Index: 125. Nielsen: 3.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	11-1---			3			\$400.00			0.00		
N 18	All	08/25/20	08/31/20	Local News @ 5p M-F »WHAS11 NEWS @ 5p - Rate	CM	5-530p	1-11---	:30	3	\$300.00	P02	0.00	NM	3	\$900.00
(Program: »ENTERTAINMENT TONIGHT - Rate)302 Index: 128. Nielsen: 3.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	11-1---			3			\$400.00			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	08/25/20-08/31/20		Local News @ 5p M-F			5-530p	M-WTh-----	:30	\$300.00	0.00	NM			
N 19	All	08/25/20	08/29/20	Local News @ 11p Sa »WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$225.00	P02	0.00	NM	1	\$225.00
(Program: »WHAS11 NEWS @ 5p - Rate)302 Index: 133. Nielsen: 2.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/24/20	08/30/20	-----1-			1			\$225.00			0.00		
N 20	All	08/25/20	08/31/20	ABC World News »ABC WORLD NEWS - Rate	CM	630-7p	1-1-1--	:30	3	\$450.00	P02	0.00	NM	3	\$1,350.00
(Program: »WHAS11 NEWS AT 11 SAT - Rate)302 Index: 125. Nielsen: 2.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	1-1-1--			3			\$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	08/25/20-08/31/20		ABC World News			630-7p	M-W-F----	:30	\$450.00	0.00	NM			
N 21	All	08/25/20	08/31/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p	CM	6-630p	11-1---	:30	3	\$350.00	P02	0.00	NM	3	\$1,050.00
(Program: »ABC WORLD NEWS - Rate)302 Index: 137. Nielsen: 4.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/25/20	08/31/20	1-1-1--			3			\$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	08/25/20-08/31/20		Local News @ 6p M-F			6-630p	MT-Th-----	:30	\$350.00	0.00	NM			

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N22	All	08/25/20	08/30/20	Local News @ 630p Su CM »WHAS11 NEWS @ 630p - Rat		630-7p	-----1	:30	1	\$350.00	P02	0.00	NM	1	\$350.00
(Program: »WHAS11 NEWS @ 630p - Rate)302 Index: 137. Nielsen: 4.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1					1	\$350.00		0.00			
N23	All	08/25/20	08/29/20	Local News @ 630p Sa CM »WHAS11 NEWS @ 6:30p - Ra(6:30 PM-7:00 PM)		6:30 PM-7:00 PM	-----1-	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
(Program: »WHAS11 NEWS @ 6:30p - Rate)302 Index: 132. Nielsen: 2.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1-					1	\$200.00		0.00			
N24	All	08/25/20	08/30/20	Good Morning America 3M »GOOD MORNING AMERICA (8:00 AM-9:00 AM)		8:00 AM-9:00 AM	-----1	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
(Program: »GOOD MORNING AMERICA - Rate)302 Index: 139. Nielsen: 2.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1					1	\$125.00		0.00			
N25	All	08/25/20	08/29/20	Local News @ 9a Sa CM »WAKE UP WEEKEND 9-10A -		9-930a	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
(Program: »WAKE UP WEEKEND 9-10A - Rate)302 Index: 132. Nielsen: 2.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1-					1	\$125.00		0.00			
													Totals	45	\$19,975.00