

# ORDER

**Orders**  
**Order / Rev:** 2008863  
**Alt Order #:** WOC12520724  
**Product Desc:** Issue  
**Estimate:** 428  
**Flight Dates:** 06/12/20 - 06/19/20  
**Original Date / Rev:** 06/02/20 / 07/06/20  
**Order Type:** RFP

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

**Agency**  
**Name:** FP1 Strategies, LLC / POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
3001 Washington Boulevard  
Arlington, VA 22201

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

**Advertiser**  
**Name:** ISS/ Republican State Leadership Con  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Local Misc  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** 72097  
**Agency External ID:** 50362AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/01/20	06/19/20	9	\$4,700.00	\$3,995.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	9	\$4,700.00	\$3,995.00	29.50
<b>Totals</b>	<b>9</b>	<b>\$4,700.00</b>	<b>\$3,995.00</b>	<b>29.50</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	14%	\$4,700.00
Market	100%	\$33,571.43

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	86%	\$28,871.43
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	06/12/20	06/17/20	Good Morning America	CM	7-9a	1- 1- 1- -	:30	3	\$375.00	P02	2.20	NM	3	\$1,125.00
(Program: GOOD MORNING AMERICA - RATE) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/12/20   06/18/20   1- 1- 1- -   3   \$375.00   2.20															

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Advertiser: ISS/ Republican State Leadership Comrr  
 Product Desc: Issue  
 Estimate: 428  
**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:		06/12/20	06/18/20	1-1-1--		3				\$375.00		2.20			
N 2	All	06/12/20	06/14/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$175.00	P02	2.10	NM	1	\$175.00
				GOOD MORNING AMERICA - (8:00 AM-9:00 AM)											
				(Program: GOOD MORNING AMERICA - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/08/20	06/14/20	-----1		1				\$175.00		2.10			
N 3	All	06/12/20	06/19/20	Local News @ 6p M-F	CM	6-630p	1--1---	:30	2	\$800.00	P01	4.20	NM	3	\$2,400.00
				WHAS11 NEWS @ 6 & 630p Su											
				(Program: WHAS11 NEWS @ 6 & 630p Su-F - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/12/20	06/18/20	1--1---		2				\$800.00		4.20			
Week:		06/19/20	06/25/20	----1--		1				\$800.00		4.20			
N 4	All	06/12/20	06/13/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$200.00	P01	4.10	NM	1	\$200.00
				WHAS11 NEWS @ 6:30p - RA(6:30 PM-7:00 PM)											
				(Program: WHAS11 NEWS @ 6:30p - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/08/20	06/14/20	-----1-		1				\$200.00		4.10			
N 5	All	06/12/20	06/14/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$800.00	P01	4.10	NM	1	\$800.00
				WHAS11 NEWS @ 630p - RATI											
				(Program: WHAS11 NEWS @ 630p - RATE)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/08/20	06/14/20	-----1		1				\$800.00		4.10			
													Totals	9	\$4,700.00