

ORDER

Orders
Order / Rev: 2050486
 Alt Order #: WOC12618663
 Product Desc: TV
 Estimate: 9094
 Flight Dates: 07/28/20 - 08/05/20
 Original Date / Rev: 07/30/20 / 07/31/20
 Order Type: RFP

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

Agency
Name: Targeted Platform Media, LLC / POL
 Buying Contact: _____
 Billing Contact: _____
 1291 Hollywood Avenue
 Annapolis, MD 21403

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

Advertiser
Name: ISS/ UltraViolet Action
 Demographic: A35+
 Product Codes: IS-Issue/Non Ballot
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Issue

New Business Thru: _____
 Advertiser External ID: 54670
 Agency External ID: 20383AG
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/03/20	5	\$1,850.00	\$1,572.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	5	\$1,850.00	\$1,572.50	1.70
Totals	5	\$1,850.00	\$1,572.50	1.70

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	12%	\$1,850.00
Market	100%	\$15,416.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$154.17
WAVE	21%	\$3,237.50
WBKI	2%	\$308.33
WBNA	0%	\$0.00
WDRB	29%	\$4,470.83
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	35%	\$5,395.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	All	07/28/20	07/31/20	Fri Prime Other 20/20 - Rate	CM	8-11p	----1--	:30	1	\$825.00	P02	1.70	NM	1	\$825.00
(Program: 20/20 - Rate)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/27/20	08/02/20	----1--		1		\$825.00		1.70					

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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: 07/27/20	08/02/20	----1--		1				\$825.00		1.70			
N 4	WHAS	07/31/20	07/31/20	Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/20	08/02/20	----F--		1				\$375.00		0.00			
N 5	WHAS	07/31/20	07/31/20	Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$225.00	P02	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/20	08/02/20	----F--		1				\$225.00		0.00			
N 6	WHAS	08/03/20	08/03/20	Local News @ 4p M-F	CM	4:30 PM-4:58 PM	M-----	:30	1	\$200.00	P01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/20	08/09/20	M-----		1				\$200.00		0.00			
N 7	WHAS	07/31/20	07/31/20	Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$225.00	P02	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/27/20	08/02/20	----F--		1				\$225.00		0.00			
													Totals	5	\$1,850.00