

ORDER

Orders
Order / Rev: 2098836
Alt Order #: Manual
Product Desc: KSL WHAS HD 32
Estimate: 32
Flight Dates: 10/19/20 - 11/03/20
Original Date / Rev: 10/14/20 / 10/15/20
Order Type: RFP

WHAS
Primary AE: Kimberly Williams
Sales Office: WHAS
Sales Region: LOC

Agency
Name: Grit Media
Buying Contact: _____
Billing Contact: _____
324 Capital Avenue
Frankfort, KY 40601

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: ISS/ Kentuckians for Strong Leadersh
Demographic: HH
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: 41923
Agency External ID: 20569AG
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/19/20 | 10/25/20 | 9 | \$3,675.00 | \$3,123.75 |
| 10/26/20 | 11/01/20 | 8 | \$2,550.00 | \$2,167.50 |
| 11/02/20 | 11/08/20 | 3 | \$675.00 | \$573.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2020 | 9 | \$3,675.00 | \$3,123.75 | 0.00 |
| November 2020 | 11 | \$3,225.00 | \$2,741.25 | 0.00 |
| Totals | 20 | \$6,900.00 | \$5,865.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kimberly Williams | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WHAS | 20% | \$6,900.00 |
| Market | 100% | \$34,500.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 80% | \$27,600.00 |
| 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 | WHAS | 10/20/20 | 11/01/20 | Good Morning America | CM | 7-9a | MTWTF-- | :15/:15 | 1 | \$375.00 | P02 | 0.00 | BK | 3 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |

Order / Rev: 2098836
 Alt Order #: Manual
 Flight Dates: 10/19/20 - 11/03/20

Advertiser: ISS/ Kentuckians for Strong Leadership
 Product Desc: KSL WHAS HD 32
 Estimate: 32
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: | | 10/19/20 | 10/25/20 | -TWTF-- | | 1 | | | | \$375.00 | | 0.00 | | | |
| Week: | | 10/26/20 | 11/01/20 | MTWTF-- | | 2 | | | | \$375.00 | | 0.00 | | | |
| N 2 | WHAS | 11/02/20 | 11/03/20 | Good Morning America | CM | 7-9a | MT----- | :15/:15 | 1 | \$375.00 | P02 | 0.00 | BK | 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: | | 11/02/20 | 11/08/20 | MT----- | | 1 | | | | \$375.00 | | 0.00 | | | |
| N 3 | WHAS | 10/20/20 | 11/03/20 | Local News @ 12p M-F | CM | 12-1p | MTWTF-- | :15/:15 | 1 | \$125.00 | P02 | 0.00 | BK | 5 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -TWTF-- | | 2 | | | | \$125.00 | | 0.00 | | | |
| Week: | | 10/26/20 | 11/01/20 | MTWTF-- | | 2 | | | | \$125.00 | | 0.00 | | | |
| Week: | | 11/02/20 | 11/08/20 | MT----- | | 1 | | | | \$125.00 | | 0.00 | | | |
| N 4 | WHAS | 10/20/20 | 11/01/20 | Local News @ 4p M-F | CM | 4-5p | MTWTF-- | :15/:15 | 1 | \$175.00 | P02 | 0.00 | BK | 2 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -TWTF-- | | 1 | | | | \$175.00 | | 0.00 | | | |
| Week: | | 10/26/20 | 11/01/20 | MTWTF-- | | 1 | | | | \$175.00 | | 0.00 | | | |
| N 5 | WHAS | 11/02/20 | 11/03/20 | Local News @ 4p M-F | CM | 4-5p | MT----- | :15/:15 | 1 | \$175.00 | P02 | 0.00 | BK | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/02/20 | 11/08/20 | MT----- | | 1 | | | | \$175.00 | | 0.00 | | | |
| N 6 | WHAS | 10/20/20 | 11/01/20 | Local News @ 5p M-F | CM | 5-530p | MTWTF-- | :15/:15 | 1 | \$375.00 | P02 | 0.00 | BK | 2 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -TWTF-- | | 1 | | | | \$375.00 | | 0.00 | | | |
| Week: | | 10/26/20 | 11/01/20 | MTWTF-- | | 1 | | | | \$375.00 | | 0.00 | | | |
| N 7 | WHAS | 10/20/20 | 11/01/20 | Local News @ 6p M-F | CM | 6-630p | MTWTF-- | :15/:15 | 1 | \$500.00 | P02 | 0.00 | BK | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -TWTF-- | | 2 | | | | \$500.00 | | 0.00 | | | |
| Week: | | 10/26/20 | 11/01/20 | MTWTF-- | | 2 | | | | \$500.00 | | 0.00 | | | |
| N 8 | WHAS | 10/20/20 | 10/25/20 | NCAA FB Daytime Late | GM | 330-7p | -----S- | :15/:15 | 1 | \$750.00 | P02 | 0.00 | BK | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -----S- | | 1 | | | | \$750.00 | | 0.00 | | | |
| N 9 | WHAS | 10/20/20 | 10/25/20 | NCAA Football Prime | CM | 8-1130p | -----S- | :15/:15 | 1 | \$750.00 | P02 | 0.00 | BK | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -----S- | | 1 | | | | \$750.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 20 | \$6,900.00 | |