

ORDER

Orders
Order / Rev: 2098861
Alt Order #: Manual
Product Desc: KSL WHAS HD 33
Estimate: 33
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	\$2,750.00	\$2,337.50
10/26/20	11/01/20	8	\$3,875.00	\$3,293.75
11/02/20	11/08/20	3	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	9	\$2,750.00	\$2,337.50	0.00
November 2020	11	\$4,875.00	\$4,143.75	0.00
Totals	20	\$7,625.00	\$6,481.25	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%	\$7,625.00
Market	100%	\$38,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$30,500.00
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	DN	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: 2098861
 Alt Order #: Manual
 Flight Dates: 10/19/20 - 11/03/20

Advertiser: ISS/ Kentuckians for Strong Leadership
 Product Desc: KSL WHAS HD 33
 Estimate: 33
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 Good Morning America	CM	7-9a	MT-----	:15/:15	1	\$375.00	P02	0.00	DN	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	11/01/20	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	MTWTF--	:15/:15	1	\$125.00	P02	0.00	DN	3	\$375.00
		<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--		1				\$125.00		0.00			
N 4	WHAS	11/02/20	11/03/20	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	MT-----	:15/:15	1	\$125.00	P02	0.00	DN	1	\$125.00
		<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				\$125.00		0.00			
N 5	WHAS	10/20/20	11/01/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	MTWTF--	:15/:15	1	\$175.00	P02	0.00	DN	3	\$525.00
		<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				\$175.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$175.00		0.00			
N 6	WHAS	10/20/20	11/01/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:15/:15	1	\$375.00	P02	0.00	DN	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>			
		Week: 10/19/20	10/25/20	-TWTF--		2				\$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 Local News @ 6p M-F	CM	6-630p	MTWTF--	:15/:15	1	\$500.00	P02	0.00	DN	2	\$1,000.00
		<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--		1				\$500.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$500.00		0.00			
N 8	WHAS	11/02/20	11/03/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MT-----	:15/:15	1	\$500.00	P02	0.00	DN	1	\$500.00
		<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				\$500.00		0.00			
N 9	WHAS	10/26/20	11/01/20	Mon Prime Other Mon Prime Other	CM	8-11p	M-----	:15/:15	1	\$1,200.00	P02	0.00	DN	1	\$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: 10/26/20	11/01/20	M-----		1				\$1,200.00		0.00			
N 10	WHAS	10/20/20	10/25/20	NCAA FB Daytime Early NCAA Football Game 1	CM	12-330p	-----S-	:15/:15	1	\$525.00	P02	0.00	DN	1	\$525.00
		<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				\$525.00		0.00			
N 11	WHAS	10/26/20	11/01/20	NCAA Football Prime NCAA Football Prime	CM	8-1130p	-----S-	:15/:15	1	\$750.00	P02	0.00	DN	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: 10/26/20	11/01/20	-----S-		1				\$750.00		0.00			
													Totals	20	\$7,625.00