

# ORDER

**Orders**  
**Order / Rev:** 2098878  
**Alt Order #:** Manual  
**Product Desc:** KSL WHAS HD 48  
**Estimate:** 48  
**Flight Dates:** 10/19/20 - 11/03/20  
**Original Date / Rev:** 10/14/20 / 10/16/20  
**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	15	\$5,025.00	\$4,271.25
10/26/20	11/01/20	19	\$6,325.00	\$5,376.25
11/02/20	11/08/20	2	\$750.00	\$637.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	15	\$5,025.00	\$4,271.25	0.00
November 2020	21	\$7,075.00	\$6,013.75	0.00
<b>Totals</b>	<b>36</b>	<b>\$12,100.00</b>	<b>\$10,285.00</b>	<b>0.00</b>

**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%	\$12,100.00
Market	100%	\$60,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$48,400.00
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
N26	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>					

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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 27	WHAS	11/02/20	11/03/20	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: 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 28	WHAS	10/20/20	11/01/20	Local News @ 12p M-F	CM	12-1p	MTWTF--	:15/:15	2	\$125.00	P02	0.00	DN	4	\$500.00
		<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			
N 29	WHAS	10/20/20	11/01/20	Local News @ 4p M-F	CM	4-5p	MTWTF--	:15/:15	2	\$175.00	P02	0.00	DN	4	\$700.00
		<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--					2	\$175.00		0.00			
N 30	WHAS	10/20/20	11/01/20	Local News @ 5p M-F	CM	5-530p	MTWTF--	:15/:15	2	\$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--					1	\$375.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					2	\$375.00		0.00			
N 31	WHAS	10/20/20	11/01/20	Local News @ 6p M-F	CM	6-630p	MTWTF--	:15/:15	2	\$500.00	P02	0.00	DN	3	\$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: 10/19/20	10/25/20	-TWTF--					2	\$500.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$500.00		0.00			
N 32	WHAS	10/20/20	10/25/20	Local News @ 6a M-F	CM	6-7a	-TWTF--	:15/:15	1	\$100.00	P02	0.00	DN	1	\$100.00
		<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	\$100.00		0.00			
N 33	WHAS	10/20/20	11/01/20	Fri Prime A	CM	8-9p	----F--	:15/:15	1	\$525.00	P02	0.00	DN	2	\$1,050.00
		<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	----F--					1	\$525.00		0.00			
		Week: 10/26/20	11/01/20	----F--					1	\$525.00		0.00			
N 34	WHAS	10/26/20	11/01/20	NCAA FB Daytime Early	GM	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: 10/26/20	11/01/20	-----S-					1	\$525.00		0.00			
N 35	WHAS	10/20/20	10/25/20	NCAA FB Daytime Late	GM	330-7p	-----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: 10/19/20	10/25/20	-----S-					1	\$750.00		0.00			
N 36	WHAS	10/26/20	11/01/20	Local News @ 5a M-F	CM	5-6a	MTWTF--	: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: 10/26/20	11/01/20	MTWTF--					1	\$125.00		0.00			
N 37	WHAS	10/26/20	11/01/20	Good Morning America	CM	7-9a	MTWTF--	: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: 10/26/20	11/01/20	MTWTF--					1	\$375.00		0.00			
N 38	WHAS	11/02/20	11/03/20	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 39	WHAS	10/26/20	11/01/20	Local News @ 12p M-F	CM	12-1p	MTWTF--	: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: 10/26/20	11/01/20	MTWTF--					1	\$125.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 40	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	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 41	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	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 42	WHAS	10/20/20	10/25/20	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-TWTF--	: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: 10/19/20	10/25/20	-TWTF--		1		\$375.00		0.00					
N 43	WHAS	10/26/20	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	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: 10/26/20	11/01/20	MTWTF--		1		\$500.00		0.00					
N 44	WHAS	10/26/20	11/01/20	Local News @ 6a Sa Local News @ 6a Sa	CM	6-7a	-----1-	:15/:15	1	\$100.00	P02	0.00	DN	1	\$100.00
		<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	-----1-		1		\$100.00		0.00					
N 45	WHAS	10/26/20	11/01/20	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: 10/26/20	11/01/20	-----S-		1		\$525.00		0.00					
N 46	WHAS	10/26/20	11/01/20	NCAA Football Prime NCAA Football Prime	CM	8-1130p	-----S-	:15/:15	2	\$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	36	\$12,100.00