

# 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 / 10/28/20  
**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-Candidate/Local Misc  
**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	13	\$6,650.00	\$5,652.50
11/02/20	11/08/20	6	\$2,800.00	\$2,380.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	9	\$2,750.00	\$2,337.50	0.00
November 2020	19	\$9,450.00	\$8,032.50	0.00
<b>Totals</b>	<b>28</b>	<b>\$12,200.00</b>	<b>\$10,370.00</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%	\$12,200.00
Market	100%	\$61,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$48,800.00
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>					

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 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 EarlyGM 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			
N 12	WHAS	10/29/20	11/01/20	Good Morning America Good Morning America	CM	7-9a	---11--	:15/:15	2	\$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: 10/26/20	11/01/20	---11--		2				\$375.00		0.00			
N 13	WHAS	11/02/20	11/02/20	Mon Prime Other Mon Prime Other	CM	8-11p	1-----	: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	---1---		1				\$600.00		0.00			
N 14	WHAS	10/29/20	11/01/20	ABC World News ABC World News	CM	630-7p	---1---	:15/:15	1	\$600.00	P03	0.00	DN	1	\$600.00
		<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				\$600.00		0.00			
N 15	WHAS	10/29/20	11/01/20	NCAA Football Prime NCAA Football Prime	CM	8-1130p	-----1-	:15/:15	1	\$1,200.00	P02	0.00	DN	1	\$1,200.00

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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: 10/26/20	11/01/20	-----1-		1				\$1,200.00		0.00			
N16	WHAS	10/29/20	11/01/20	Local News @ 11p Sa	CM	11-1135p	-----1-	:15/:15	1	\$225.00	P02	0.00	DN	1	\$225.00
				Local News @ 11p Sa											
		<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				\$225.00		0.00			
N17	WHAS	11/02/20	11/02/20	Local News @ 6a M-F	CM	6-7a	1-----	:15/:15	1	\$225.00	P02	0.00	DN	1	\$225.00
				Local News @ 6a M-F											
N18	WHAS	11/02/20	11/02/20	Good Morning America	CM	7-9a	1-----	:15/:15	1	\$375.00	P02	0.00	DN	1	\$375.00
				Good Morning America											
													Totals	28	\$12,200.00