

# ORDER

**Orders**  
**Order / Rev:** 2102342  
 Alt Order #: WOC12748188  
 Product Desc: Issue  
 Estimate: 10252  
 Flight Dates: 10/23/20 - 11/03/20  
 Original Date / Rev: 10/22/20 / 10/27/20  
 Order Type: RFP

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

**Agency**  
**Name:** Kate Nelson Media/ POL  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
5812 Pratt Court  
Alexandria, VA 22310

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

**Advertiser**  
**Name:** ISS/ True Kentucky Patriots  
 Demographic: A25-54  
 Product Codes: IS-Candidate/US Senate  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Issue

New Business Thru: \_\_\_\_\_  
 Advertiser External ID: 191725  
 Agency External ID: 32559AG  
 Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	6	\$3,650.00	\$3,102.50
10/26/20	11/02/20	33	\$15,250.00	\$12,962.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	6	\$3,650.00	\$3,102.50	0.00
November 2020	33	\$15,250.00	\$12,962.50	0.00
<b>Totals</b>	<b>39</b>	<b>\$18,900.00</b>	<b>\$16,065.00</b>	<b>0.00</b>

**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	9%	\$18,900.00
Market	100%	\$210,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	91%	\$191,100.00
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	10/23/20	10/29/20	Local News @ 430a M-FCM WHAS11 WAKE UP NEWS @ 4		430-5a	- 1- 1- - -	:30	2	\$100.00	P01	0.00	NM	2	\$200.00
		<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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Advertiser: ISS/ True Kentucky Patriots  
 Product Desc: Issue  
 Estimate: 10252  
**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: 10/23/20	10/29/20	- 1 - 1 - - -		2				\$100.00		0.00			
N 2	WHAS	10/23/20	11/02/20	Local News @ 5a M-F WHAS11 WAKE UP NEWS @ 5	CM	5-6a	1- 1- 1- -	:30	3	\$200.00	P01	0.00	NM	5	\$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: 10/23/20	10/29/20	1- 1- 1- -		3				\$200.00		0.00			
		Week: 10/30/20	11/05/20	1- - - 1- -		2				\$200.00		0.00			
N 3	WHAS	10/23/20	11/02/20	Local News @ 6a M-F WHAS11 WAKE UP NEWS @ 6	CM	6-7a	11- 1- - - -	:30	3	\$275.00	P02	0.00	NM	4	\$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: 10/23/20	10/29/20	11- 1- - - -		3				\$275.00		0.00			
		Week: 10/30/20	11/05/20	1- - - - -		1				\$275.00		0.00			
N 4	WHAS	10/23/20	11/02/20	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11- 11- - -	:30	4	\$500.00	P02	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	11- 11- - -		4				\$500.00		0.00			
		Week: 10/30/20	11/05/20	1- - - - -		1				\$500.00		0.00			
N 5	WHAS	10/23/20	10/30/20	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	1- 1- 1- -	:30	3	\$450.00	P02	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	1- 11- - -		3				\$450.00		0.00			
		Week: 10/30/20	11/05/20	- - - - 1- -		1				\$450.00		0.00			
N 6	WHAS	10/23/20	11/02/20	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	- 1111- -	:30	4	\$600.00	P02	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	- 111- - -		3				\$600.00		0.00			
		Week: 10/30/20	11/05/20	1- - - 1- -		2				\$600.00		0.00			
N 7	WHAS	10/23/20	11/02/20	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	1- 111- -	:30	4	\$700.00	P02	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	1- 111- -		4				\$700.00		0.00			
		Week: 10/30/20	11/05/20	1- - - 1- -		2				\$700.00		0.00			
N 8	WHAS	10/23/20	10/29/20	Local News @ 11p M-F WHAS11 NEWS AT 11 M-F	CM	11-1135p	11- 1- - - -	:30	3	\$600.00	P01	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	11- 1- - - -		3				\$600.00		0.00			
N 9	WHAS	10/23/20	10/31/20	Local News @ 9a Sa WAKE UP WEEKEND 9-10A	CM	9-930a	- - - - - 1-	:30	1	\$200.00	P01	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	- - - - - 1-		1				\$200.00		0.00			
		Week: 10/30/20	11/05/20	- - - - - 1-		1				\$200.00		0.00			
N 10	WHAS	10/23/20	10/31/20	NCAA FB Daytime Early ABC COLLEGE FOOTBALL 12f	GM	12-330p	- - - - - 1-	:30	1	\$850.00	P01	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/20	10/29/20	- - - - - 1-		1				\$850.00		0.00			
		Week: 10/30/20	11/05/20	- - - - - 1-		1				\$850.00		0.00			
N 11	WHAS	10/23/20	10/24/20	NCAA FB Daytime Late ABC COLLEGE FOOTBALL 33c	GM	330-7p	- - - - - 1-	:30	1	\$1,200.00	P01	0.00	NM	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: 10/19/20	10/25/20	- - - - - 1-		1				\$1,200.00		0.00			
													Totals	39	\$18,900.00