

ORDER

Orders
Order / Rev: 2101121
Alt Order #: WOC12745571
Product Desc: HD 29 & HD 33
Estimate: 8679
Flight Dates: 10/21/20 - 11/02/20
Original Date / Rev: 10/20/20 / 10/20/20
Order Type: RFP

WHAS
Primary AE: Kasey Smith
Sales Office: TSATL
Sales Region: NAT

Agency
Name: Canal Partners Media / POL
Buying Contact: _____
Billing Contact: _____
900 Circle 75 Parkway SE Suite 1650
Atlanta, GA 30339

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

Advertiser
Name: POL/ Kugler / Plattner / KY Dem Party
Demographic: A25-54
Product Codes: PL-State House Representative
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru: 10/21/21
Advertiser External ID: 191679
Agency External ID: 20042AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	21	\$4,335.00	\$3,684.75
10/26/20	11/02/20	37	\$8,375.00	\$7,118.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	21	\$4,335.00	\$3,684.75	0.00
November 2020	37	\$8,375.00	\$7,118.75	0.00
Totals	58	\$12,710.00	\$10,803.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kasey Smith			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	15%	\$12,710.00
Market	100%	\$84,733.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$72,023.33
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	10/21/20	11/02/20	Local News @ 6a M-F WHAS WAKEUP6AM	CM	6-7a	1-11--	:15	4	\$150.00	P03	0.00	DN	5	\$750.00
		<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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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: 10/21/20	10/27/20	1--1---		2				\$150.00		0.00			
		Week: 10/28/20	11/03/20	1-1-1--		3				\$150.00		0.00			
N 2	WHAS	10/21/20	11/02/20	Good Morning America GD MRN AMR-ABC	CM	7-9a	11111--	:15/:15	5	\$250.00	P03	0.00	DN	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	11111--		5				\$250.00		0.00			
		Week: 10/28/20	11/03/20	1-111--		4				\$250.00		0.00			
N 3	WHAS	10/21/20	11/02/20	The View VIEW-ABC<	CM	11-12p	11111--	:15/:15	5	\$90.00	P03	0.00	DN	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-1111--		4				\$90.00		0.00			
		Week: 10/28/20	11/03/20	1-----		1				\$90.00		0.00			
N 4	WHAS	10/21/20	10/30/20	Local News @ 12p M-F WHAS NWS 12N	CM	12-1p	11111--	:15/:15	5	\$90.00	P03	0.00	DN	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	1--1---		2				\$90.00		0.00			
		Week: 10/28/20	11/03/20	--1-1--		2				\$90.00		0.00			
N 5	WHAS	10/21/20	10/30/20	Local News @ 5p M-F WHAS NWS 5.00	CM	5-530p	11111--	:15/:15	5	\$250.00	P03	0.00	DN	4	\$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: 10/21/20	10/27/20	1--1---		2				\$250.00		0.00			
		Week: 10/28/20	11/03/20	--1-1--		2				\$250.00		0.00			
N 6	WHAS	10/21/20	11/02/20	Local News @ 530p M-F WHAS NWS 5.30	CM	530-6p	-11-1--	:15/:15	3	\$300.00	P03	0.00	DN	5	\$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: 10/21/20	10/27/20	-11-1--		3				\$300.00		0.00			
		Week: 10/28/20	11/03/20	1--1---		2				\$300.00		0.00			
N 7	WHAS	10/21/20	11/02/20	Local News @ 6p M-F WHAS NWS 6PM	CM	6-630p	1--1---	:15/:15	2	\$325.00	P03	0.00	DN	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	1--1---		2				\$325.00		0.00			
		Week: 10/28/20	11/03/20	1-1-1--		3				\$325.00		0.00			
N 8	WHAS	10/21/20	10/30/20	ET 7-730p ENT TONIGHT 30	CM	7-730p	1--1---	:15/:15	2	\$325.00	P03	0.00	DN	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	1--1---		2				\$325.00		0.00			
		Week: 10/28/20	11/03/20	--1-1--		2				\$325.00		0.00			
N 9	WHAS	10/21/20	11/02/20	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	11111--	:15/:15	5	\$325.00	P03	0.00	DN	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-11-1--		3				\$325.00		0.00			
		Week: 10/28/20	11/03/20	1--1---		2				\$325.00		0.00			
N 10	WHAS	10/21/20	10/31/20	Good Morning America GD MRN KYNA SA/GD MRN-S,	CM	7-9a	-----2-	:15/:15	2	\$90.00	P03	0.00	DN	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-----1-		1				\$90.00		0.00			
		Week: 10/28/20	11/03/20	-----1-		1				\$90.00		0.00			
N 11	WHAS	10/21/20	10/31/20	Local News @ 9a Sa GD MRN KYNA SA/BIG BLUE I	CM	9-930a	-----1-	:15/:15	1	\$90.00	P03	0.00	DN	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-----1-		1				\$90.00		0.00			
		Week: 10/28/20	11/03/20	-----1-		1				\$90.00		0.00			
N 12	WHAS	10/21/20	11/01/20	ROS EM (Su) 6-8a GD MRN KYNA SU	CM	6-8a	-----1	:15/:15	1	\$60.00	P03	0.00	DN	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-----1		1				\$60.00		0.00			
		Week: 10/28/20	11/03/20	-----1		1				\$60.00		0.00			
N 13	WHAS	10/21/20	11/01/20	Good Morning America AVG. ALL WKS	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----1	:15/:15	1	\$110.00	P03	0.00	DN	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-----1		1				\$110.00		0.00			

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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: 10/21/20	10/27/20	-----1		1				\$110.00		0.00			
		Week: 10/28/20	11/03/20	-----1		1				\$110.00		0.00			
N 14	WHAS	10/21/20	11/01/20	Local News @ 630p Su CM WHAS SUN 6.30		630-7p	-----1	:15/:15	1	\$325.00	P03	0.00	DN	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/20	10/27/20	-----1		1				\$325.00		0.00			
		Week: 10/28/20	11/03/20	-----1		1				\$325.00		0.00			
N 15	WHAS	10/21/20	11/01/20	Local News @ 11p Su CM WHAS11NW 11@11<		11-1135p	-----1	:15/:15	1	\$250.00	P03	0.00	DN	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: 10/21/20	10/27/20	-----1		1				\$250.00		0.00			
		Week: 10/28/20	11/03/20	-----1		1				\$250.00		0.00			
													Totals	58	\$12,710.00