

ORDER

Orders
Order / Rev: 1823055
Alt Order #: 09581115
Product Desc: AARP AWARENESS
Estimate: 7861
Flight Dates: 07/15/19 - 07/28/19
Original Date / Rev: 07/10/19 / 10/10/19
Order Type: RFP

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

Agency
Name: GMMB - Greer Margolis Mitchell / POL
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: ISS/ AARP
Demographic: A35+
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: 67248
Agency External ID: 1700AGY
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/15/19	07/21/19	32	\$2,910.00	\$2,473.50
07/22/19	07/28/19	24	\$2,970.00	\$2,524.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2019	56	\$5,880.00	\$4,998.00	0.00
Totals	56	\$5,880.00	\$4,998.00	0.00

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	13%	\$5,880.00
Market	100%	\$45,230.77

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	17%	\$7,689.23
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	30%	\$13,569.23
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	40%	\$18,092.31

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	07/15/19	07/26/19	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	3	\$100.00	P04	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	MTWTF--		3				\$100.00		0.00			

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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: 07/15/19	07/21/19	MTWTF--		3				\$100.00		0.00			
		Week: 07/22/19	07/28/19	MTWTF--		3				\$100.00		0.00			
N 2	All	07/15/19	07/26/19	Good Morning America Good Morning America	CM	7-9a	MTWTF--	:30	8	\$150.00	P04	0.00	NM	16	\$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: 07/15/19	07/21/19	MTWTF--		8				\$150.00		0.00			
		Week: 07/22/19	07/28/19	MTWTF--		8				\$150.00		0.00			
N 4	All	07/15/19	07/26/19	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$140.00	P04	0.00	NM	6	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	MTWTF--		3				\$140.00		0.00			
		Week: 07/22/19	07/28/19	MTWTF--		3				\$140.00		0.00			
N 7	All	07/15/19	07/19/19	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	4	\$30.00	P04	0.00	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	MTWTF--		4				\$30.00		0.00			
N 8	All	07/22/19	07/26/19	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	4	\$30.00	P04	0.00	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	MTWTF--		4				\$30.00		0.00			
N 9	WHAS	07/20/19	07/21/19	ROS EM (Sa) 6-10a EM (Sa)	CM	6:00 AM-8:00 AM (6:00 AM-8:00 AM)	-----S-	:30	2	\$25.00	P04	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----S-		2				\$25.00		0.00			
N 10	WHAS	07/20/19	07/21/19	Good Morning America Sa Good Morning America Sa	CM	8-9a	-----S-	:30	1	\$55.00	P04	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----S-		1				\$55.00		0.00			
N 11	WHAS	07/20/19	07/21/19	Local News @ 9a Sa Local News @ 9a Sa	CM	9-10a	-----S-	:30	1	\$25.00	P04	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----S-		1				\$25.00		0.00			
N 12	WHAS	07/15/19	07/21/19	ROS EM (Su) 6-8a EM (Su) 6-8a	CM	6-8a	-----S	:30	2	\$25.00	P04	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----S		2				\$25.00		0.00			
N 13	WHAS	07/15/19	07/21/19	Good Morning America Su Good Morning America Su	CM	8-9a	-----S	:30	1	\$60.00	P04	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----S		1				\$60.00		0.00			
N 14	WHAS	07/22/19	07/26/19	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$160.00	P04	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	MTWTF--		3				\$160.00		0.00			
N 15	WHAS	07/15/19	07/19/19	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	2	\$75.00	P03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	MTWTF--		2				\$75.00		0.00			
N 16	WHAS	07/15/19	07/19/19	Local News @ 430a M-F Local News @ 430a M-F	CM	430-5a	MTWTF--	:30	2	\$15.00	P04	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	MTWTF--		2				\$15.00		0.00			
N 17	WHAS	07/15/19	07/26/19	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$150.00	P04	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	MTWTF--		3				\$150.00		0.00			
		Week: 07/22/19	07/28/19	MTWTF--		3				\$150.00		0.00			
													Totals	56	\$5,880.00