

ORDER

Orders
Order / Rev: 2012302
 Alt Order #: _____
 Product Desc: _____
 Estimate: _____
 Flight Dates: 06/17/20 - 06/22/20
 Original Date / Rev: 06/09/20 / 06/09/20
 Order Type: RFP

WHAS
 Primary AE: Lisa Saffell
 Sales Office: WHAS
 Sales Region: LOC

Agency
Name: POL/ Jecorey Arthur / D / CTY COUN /
 Buying Contact: _____
 Billing Contact: _____
1506 West Jefferson Street
Louisville, KY 40203

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

Advertiser
Name: POL/ Jecorey Arthur / D / CTY COUN /
 Demographic: A25-54
 Product Codes: PL-City Council
 Revenue Code 1: DIR
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Candidate

New Business Thru: _____
 Advertiser External ID: 189372
 Agency External ID: 189372
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/01/20	06/22/20	4	\$2,360.00	\$2,006.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	4	\$2,360.00	\$2,006.00	0.00
Totals	4	\$2,360.00	\$2,006.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lisa Saffell			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	25%	\$2,360.00
Market	100%	\$9,440.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$7,080.00
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	06/17/20	06/17/20	Good Morning America	CM	7-9a	--W----	1:00	1	\$500.00	P03	0.00	NM	1	\$500.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/15/20	06/21/20	--W----	1	\$500.00	0.00								

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Advertiser: POL/ Jecorey Arthur / D / CTY COUN / K
 Product Desc:
 Estimate:

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: 06/15/20	06/21/20	--W----		1				\$500.00		0.00			
N 2	WHAS	06/22/20	06/22/20	ABC World News ABC World News	CM	630-7p	M-----	1:00	1	\$1,600.00	P03	0.00	NM	1	\$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: 06/22/20	06/28/20	M-----		1				\$1,600.00		0.00			
N 3	WHAS	06/19/20	06/19/20	The View The View	CM	11-12p	----F--	1:00	1	\$180.00	P03	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/15/20	06/21/20	----F--		1				\$180.00		0.00			
N 4	WHAS	06/20/20	06/20/20	Local News @ 9a Sa Local News @ 9a Sa	CM	9-930a	-----S-	1:00	1	\$80.00	P04	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/15/20	06/21/20	-----S-		1				\$80.00		0.00			
													Totals	4	\$2,360.00