

ORDER

Orders
Order / Rev: 2043785
Alt Order #: WOC12604388
Product Desc: MMCCO
Estimate: 8233
Flight Dates: 10/13/20 - 10/19/20
Original Date / Rev: 10/08/20 / 10/09/20
Order Type: RFP

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

Agency
Name: Mentzer Media Services/ POL
Buying Contact: _____
Billing Contact: _____
210 W Pennsylvania Ave Ste 250
Towson, MD 21204

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

Advertiser
Name: POL/ Mitch McConnell / R / US SEN / I
Demographic: A35+
Product Codes: PL-US Senate
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru: _____
Advertiser External ID: 83395
Agency External ID: 3924AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/19/20	53	\$15,985.00	\$13,587.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	53	\$15,985.00	\$13,587.25	190.90
Totals	53	\$15,985.00	\$13,587.25	190.90

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	19%	\$15,985.00
Market	100%	\$84,131.58

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$68,146.58
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	All	10/13/20	10/19/20	Local News @ 5a M-F	CM	5-6a	1-1-1--	:30	3	\$80.00	P03	2.20	NM	3	\$240.00
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 5A - P4)505 Index: 131. Nielsen: 0.9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/20 10/19/20 1-1-1-- 3 \$80.00 2.20															

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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: 10/13/20	10/19/20	1-1-1--		3				\$80.00		2.20				
N 2	All	10/13/20	10/16/20	Local News @ 6a M-F	CM	6-7a	-11-1--	:30	3	\$150.00	P03	3.30	NM	3	\$450.00	
				»WHAS11 WAKE UP NEWS @												
				(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 125. Nielsen: 1.2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/12/20	10/18/20	-11-1--		3				\$150.00		3.30				
3	All	10/13/20	10/19/20	Good Morning America	CM	7-9a	1--11--	:30	3	\$110.00	P04	3.70	NM	3	\$330.00	
				»GOOD MORNING AMERICA -												
				(Program: »GOOD MORNING AMERICA - P4)505 Index: 107. Nielsen: 1.4												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1--11--		3				\$110.00		3.70				
N 4	All	10/13/20	10/19/20	Local News @ 12p M-F	CM	11:58 AM-1:00 PM	1-11--	:30	4	\$50.00	P04	2.70	NM	4	\$200.00	
				»WHAS11 NEWS AT NOON - R(11:58 AM-1:00 PM)												
				(Program: »WHAS11 NEWS AT NOON - P4)505 Index: 120. Nielsen: 1.3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1-11--		4				\$50.00		2.70				
5	All	10/13/20	10/19/20	Local News @ 4p M-F	CM	4-5p	111-1--	:30	4	\$60.00	P04	3.00	NM	4	\$240.00	
				»WHAS11 NEWS @ 4P - P4												
				(Program: »WHAS11 NEWS @ 4P - P4)505 Index: 123. Nielsen: 1.3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	111-1--		4				\$60.00		3.00				
N 6	All	10/13/20	10/19/20	Local News @ 530p M-F	CM	530-6p	1-11---	:30	3	\$300.00	P03	4.30	NM	3	\$900.00	
				Local News @ 530p M-F												
				(Program: »WHAS11 NEWS @ 530P - P4)505 Index: 115. Nielsen: 2.1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1-11---		3				\$300.00		4.30				
N 7	All	10/13/20	10/16/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$325.00	P03	5.50	NM	3	\$975.00	
				»WHAS11 NEWS @ 6 & 630p												
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 114. Nielsen: 3.1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/12/20	10/18/20	-1-11--		3				\$325.00		5.50				
N 8	All	10/13/20	10/19/20	ABC World News	CM	630-7p	11--1--	:30	3	\$600.00	P03	6.70	NM	3	\$1,800.00	
				»ABC World News - P4												
				(Program: »ABC World News - P4)505 Index: 110. Nielsen: 3.9												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	11--1--		3				\$600.00		6.70				
N 9	All	10/13/20	10/19/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$325.00	P03	5.30	NM	4	\$1,300.00	
				»ENTERTAINMENT TONIGHT												
				(Program: »ENTERTAINMENT TONIGHT - P4)505 Index: 108. Nielsen: 2.8												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1-111--		4				\$325.00		5.30				
N 10	All	10/13/20	10/19/20	Inside Ed 730-8p	CM	730-8p	1--11--	:30	3	\$325.00	P03	5.30	NM	3	\$975.00	
				»INSIDE EDITION - P4												
				(Program: »INSIDE EDITION - P4)505 Index: 106. Nielsen: 2.7												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1--11--		3				\$325.00		5.30				
N 11	All	10/13/20	10/19/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$800.00	P03	5.70	NM	1	\$800.00	
				»DANCING WITH THE STARS												
				(Program: »DANCING WITH THE STARS - P4)505 Index: 109. Nielsen: 3.0												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1-----		1				\$800.00		5.70				
N 12	All	10/13/20	10/19/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$850.00	P03	4.30	NM	1	\$850.00	
				EMERGENCY CALL												
				(Program: »THE GOOD DOCTOR - P4)505 Index: 111. Nielsen: 2.1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1-----		1				\$850.00		4.30				
N 14	All	10/13/20	10/16/20	Jimmy Kimmel	CM	1135p-1237a	-1111--	:30	4	\$60.00	P03	1.60	NM	4	\$240.00	
				»JIMMY KIMMEL LIVE - P4												
				(Program: »JIMMY KIMMEL LIVE - P4)505 Index: 109. Nielsen: 0.7												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/13/20	10/19/20	1-----		1				\$850.00		4.30				

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N 15	All	10/13/20	10/13/20	Tue Prime Other	CM	8-11p	-1-----	:30	1	\$800.00	P03	4.20	NM	1	\$800.00
(Program: BACHELORETTE)505 Index: 104. Nielsen: 1.2 BACHELORETTE Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -1111-- Spots/Week: 4, Rate: \$60.00, Rating: 1.60															
(Program: BACHELORETTE)505 Index: 104. Nielsen: 1.2 Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -1----- Spots/Week: 1, Rate: \$800.00, Rating: 4.20															
N 16	All	10/13/20	10/14/20	Wed Prime Other	CM	7:57 PM-10:00 PM	--1----	:30	1	\$225.00	P04	3.60	NM	1	\$225.00
(Program: GOLDBERGS/BLACKISH)505 Index: 109. Nielsen: 1.7 Wed Prime Other (7:57 PM-10:00 PM) Start Date: 10/12/20, End Date: 10/18/20, Weekdays: --1---- Spots/Week: 1, Rate: \$225.00, Rating: 3.60															
N 17	All	10/13/20	10/15/20	Prime Political Program	CM	Various	---1---	:30	1	\$1,500.00	P04	4.10	NM	1	\$1,500.00
(Program: Greys Anatomy)505 Index: 106. Nielsen: 2.9 Prime Political Program Start Date: 10/12/20, End Date: 10/18/20, Weekdays: ---1--- Spots/Week: 1, Rate: \$1,500.00, Rating: 4.10															
N 18	All	10/13/20	10/16/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$350.00	P03	2.60	NM	1	\$350.00
(Program: Shark Tank)505 Index: 106. Nielsen: 2.1 Shark Tank Start Date: 10/12/20, End Date: 10/18/20, Weekdays: ----1-- Spots/Week: 1, Rate: \$350.00, Rating: 2.60															
N 19	All	10/13/20	10/16/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$350.00	P04	2.90	NM	1	\$350.00
(Program: »20/20 - P4)505 Index: 106. Nielsen: 2.1 »20/20 - P4 Start Date: 10/12/20, End Date: 10/18/20, Weekdays: ----1-- Spots/Week: 1, Rate: \$350.00, Rating: 2.90															
N 21	All	10/13/20	10/18/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$110.00	P03	3.00	NM	1	\$110.00
(Program: »GOOD MORNING AMERICA - P4)505 Index: 108. Nielsen: 1.3 »GOOD MORNING AMERICA (8:00 AM-9:00 AM) Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -----1 Spots/Week: 1, Rate: \$110.00, Rating: 3.00															
N 22	All	10/13/20	10/18/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$600.00	P03	5.70	NM	1	\$600.00
(Program: »FUNNIEST HOME VIDEOS - F)505 Index: 132. Nielsen: 3.4 »FUNNIEST HOME VIDEOS - F Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -----1 Spots/Week: 1, Rate: \$600.00, Rating: 5.70															
N 23	All	10/13/20	10/18/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$550.00	P03	5.40	NM	1	\$550.00
(Program: Supermarket Sweep)505 Index: 125. Nielsen: 4.3 Supermarket Sweep Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -----1 Spots/Week: 1, Rate: \$550.00, Rating: 5.40															
N 24	All	10/13/20	10/18/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$600.00	P03	3.20	NM	1	\$600.00
(Program: Millionaire)505 Index: 103. Nielsen: 4.3 Millionaire Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -----1 Spots/Week: 1, Rate: \$600.00, Rating: 3.20															
N 25	All	10/13/20	10/18/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$600.00	P03	2.80	NM	1	\$600.00
(Program: »THE ROOKIE - P4)505 Index: 112. Nielsen: 2.8 CARD SHARKS Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -----1 Spots/Week: 1, Rate: \$600.00, Rating: 2.80															
N 26	WHAS	10/13/20	10/16/20	Local News @ 11p M-F	CM	11-1135p	-TWTF--	:30	4	\$250.00	P03	0.00	NM	4	\$1,000.00
(Program: Local News @ 11p M-F) Start Date: 10/12/20, End Date: 10/18/20, Weekdays: -TWTF-- Spots/Week: 4, Rate: \$250.00, Rating: 0.00															

Totals 53 \$15,985.00