

ORDER

Orders
Order / Rev: 2043732
Alt Order #: WOC12604340
Product Desc: MMCCO
Estimate: 8232
Flight Dates: 10/06/20 - 10/12/20
Original Date / Rev: 07/15/20 / 10/05/20
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	10/12/20	48	\$17,485.00	\$14,862.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	48	\$17,485.00	\$14,862.25	170.80
Totals	48	\$17,485.00	\$14,862.25	170.80

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%	\$17,485.00
Market	100%	\$92,026.32

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$74,541.32
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	10/06/20	10/12/20	Local News @ 5a M-F	CM	5-6a	--1----	:30	1	\$40.00	P04	2.20	NM	1	\$40.00
»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: 10/06/20 10/12/20 --1---- 1 \$40.00 2.20															

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 Estimate: 8232
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	10/06/20	10/09/20	Local News @ 6a M-F	CM	6-7a	-11----	:30	2	\$150.00	P03	3.30	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	--1----		1				\$40.00		2.20			
		(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 125. Nielsen: 1.2 »WHAS11 WAKE UP NEWS @													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-11----		2				\$150.00		3.30			
N 3	All	10/06/20	10/12/20	Good Morning America	CM	7-9a	1--11--	:30	3	\$110.00	P04	3.70	NM	3	\$330.00
		(Program: »GOOD MORNING AMERICA - P4)505 Index: 107. Nielsen: 1.4 »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: 10/06/20	10/12/20	1--11--		3				\$110.00		3.70			
N 4	All	10/06/20	10/12/20	Local News @ 12p M-F	CM	12-1p	1-11---	:30	3	\$50.00	P04	2.70	NM	3	\$150.00
		(Program: »WHAS11 NEWS AT NOON - P4)505 Index: 120. Nielsen: 1.3 »WHAS11 NEWS AT NOON - F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1-11---		3				\$50.00		2.70			
N 5	All	10/06/20	10/12/20	Local News @ 4p M-F	CM	4-5p	1111---	:30	4	\$60.00	P04	3.00	NM	4	\$240.00
		(Program: »WHAS11 NEWS @ 4P - P4)505 Index: 123. Nielsen: 1.3 »WHAS11 NEWS @ 4P - P4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1111---		4				\$60.00		3.00			
N 6	All	10/06/20	10/12/20	Local News @ 530p M-F	CM	530-6p	1-1----	:30	2	\$300.00	P04	4.30	NM	2	\$600.00
		(Program: »WHAS11 NEWS @ 530P - P4)505 Index: 115. Nielsen: 2.1 »WHAS11 NEWS @ 530P - P4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1-1----		2				\$300.00		4.30			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	All	10/06/20-10/12/20	Local News @ 530p M-F	530-6p				M-W-----	:30	\$300.00	4.30	NM	
		3	All	10/06/20-10/12/20	Local News @ 530p M-F	530-6p				M-W-----	:30	\$300.00	4.30	NM	
N 7	All	10/06/20	10/09/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$325.00	P03	5.50	NM	3	\$975.00
		(Program: »WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 114. Nielsen: 3.1 »WHAS11 NEWS @ 6 & 630p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-1-11--		3				\$325.00		5.50			
N 8	All	10/06/20	10/12/20	ABC World News	CM	630-7p	11--1--	:30	3	\$600.00	P03	6.70	NM	3	\$1,800.00
		(Program: »ABC World News - P4)505 Index: 110. Nielsen: 3.9 »ABC World News - P4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	11--1--		3				\$600.00		6.70			
N 9	All	10/06/20	10/12/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$180.00	P04	5.30	NM	4	\$720.00
		(Program: »ENTERTAINMENT TONIGHT - P4)505 Index: 108. Nielsen: 2.8 »ENTERTAINMENT TONIGHT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1-111--		4				\$180.00		5.30			
N 10	All	10/06/20	10/12/20	Inside Ed 730-8p	CM	730-8p	1--11--	:30	3	\$180.00	P04	5.30	NM	3	\$540.00
		(Program: »INSIDE EDITION - P4)505 Index: 106. Nielsen: 2.7 »INSIDE EDITION - P4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1--11--		3				\$180.00		5.30			
N 11	All	10/06/20	10/12/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$800.00	P03	5.70	NM	1	\$800.00
		(Program: »DANCING WITH THE STARS - P4)505 Index: 109. Nielsen: 3.0 »DANCING WITH THE STARS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1-----		1				\$800.00		5.70			
N 12	All	10/06/20	10/12/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$850.00	P03	4.30	NM	1	\$850.00
		(Program: »THE GOOD DOCTOR - P4)505 Index: 111. Nielsen: 2.1 Mon Prime C													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/20	10/12/20	1-----		1				\$850.00		4.30			

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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:		10/06/20	10/12/20	1-----		1				\$850.00		4.30			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	All	10/06/20-10/12/20		Mon Prime C		10-11p			M-----	:30		(\$600.00)	4.30	NM	
				See MG 12.2											
				[Program Change-Emergency Call-mw]											
2	All	10/06/20-10/12/20		Mon Prime C		10-11p			M-----	:30		\$850.00	4.30	NM	
				MG for 12.1 10/12											
				[MG STP - removed program]											
N 13	All	10/06/20	10/09/20	Local News @ 11p M-F	CM	11-1135p	-1111--	:30	4	\$250.00	P03	3.10	NM	5	\$1,060.00
				»WHAS11 NEWS AT 11 M-F/SI											
				(Program: »WHAS11 NEWS AT 11 M-F/SU - P4)505 Index: 107. Nielsen: 1.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-1111--		4				\$250.00		3.10			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	All	10/05/20-10/11/20		Local News @ 11p M-F		11-1135p			-TwThF----	:30		(\$130.00)	3.10	NM	
				See MG 13.6,13.7											
				[Program Change-11p News DB-mw]											
4	All	10/05/20-10/11/20		Local News @ 11p M-F		11-1135p			-TwThF----	:30		(\$130.00)	3.10	NM	
				See MG 13.5											
				[Program Change-11p News DB-mw]											
5	All	10/05/20-10/11/20		Local News @ 11p M-F DB	Various				-----F----	:30		\$250.00	3.10	NM	
				MG for 13.4 10/09											
				[Move to DB]											
6	All	10/05/20-10/11/20		Local News @ 11p M-F DB	Various				-T-----	:30		\$250.00	3.10	NM	
				MG for 14.1,13.1											
				[Move to DB]											
7	All	10/05/20-10/11/20		Jimmy Kimmel DB*		1205-107a			-T-----	:30		\$60.00	1.60	NM	
				MG for 14.1,13.1											
				[Move to DB]											
N 14	All	10/06/20	10/09/20	Jimmy Kimmel	CM	1135p-1237a	-1111--	:30	4	\$60.00	P03	1.60	NM	3	\$180.00
				»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:		10/05/20	10/11/20	-1111--		4				\$60.00		1.60			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	All	10/05/20-10/11/20		Jimmy Kimmel		1135p-1237a			-TwThF----	:30		(\$30.00)	1.60	NM	
				See MG 13.6,13.7											
				[Program Change-Prgm DB-mw]											
4	All	10/05/20-10/11/20		Jimmy Kimmel		1135p-1237a			-TwThF----	:30		(\$30.00)	1.60	NM	
				See MG 14.5											
				[Program Change-Prgm DB-mw]											
5	All	10/05/20-10/11/20		Jimmy Kimmel DB*		1205-107a			-----F----	:30		\$60.00	1.60	NM	
				MG for 14.4 10/09											
				[Move to DB]											
N 16	All	10/06/20	10/11/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$850.00	P03	3.60	NM	1	\$850.00
				Thu Prime B											
				(Program: GOLDBERGS/BLACKISH)505 Index: 109. Nielsen: 1.7											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	---1---		1				\$850.00		3.60			
N 20	All	10/06/20	10/10/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$50.00	P04	4.40	NM	1	\$50.00
				»WAKE UP WEEKEND 9-10A -											
				(Program: »WAKE UP WEEKEND 9-10A - P4)505 Index: 117. Nielsen: 1.6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/20	10/11/20	-----1-		1				\$50.00		4.40			
N 21	All	10/06/20	10/11/20	Good Morning America	CM	8:00 AM-9:00 AM	-----2	:30	2	\$50.00	P04	3.00	NM	2	\$100.00
				»GOOD MORNING AMERICA (8:00 AM-9:00 AM)											
				(Program: »GOOD MORNING AMERICA - P4)505 Index: 108. 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:		10/05/20	10/11/20	-----2		2				\$50.00		3.00			
N 22	All	10/06/20	10/11/20		CM	8-9p	-1-----	:30	1	\$450.00	P03	5.70	NM	1	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Prime A Tue Prime A (Program: »FUNNIEST HOME VIDEOS - P4)505 Index: 132. Nielsen: 3.4 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/05/20 10/11/20 -1----- 1 \$450.00 5.70															
N 23	All	10/06/20	10/11/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$450.00	P03	0.00	NM	1	\$450.00
Fri Prime A (Program: Supermarket Sweep)505 Index: 125. Nielsen: 4.3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/05/20 10/11/20 ----1-- 1 \$450.00 0.00															
N 24	All	10/06/20	10/11/20	NBA Finals	CM	Various	-----3	:30	3	\$1,750.00	P04	0.00	NM	3	\$5,250.00
NBA Finals (Program: Millionaire)505 Index: 103. Nielsen: 4.3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/05/20 10/11/20 -----3 3 \$1,750.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	All	10/05/20-10/11/20	NBA Finals	Various	-----Su	:30	\$1,750.00	0.00	NM						
2	All	10/05/20-10/11/20	NBA Finals	Various	-----Su	:30	\$1,750.00	0.00	NM						
3	All	10/05/20-10/11/20	NBA Finals	Various	-----Su	:30	\$1,750.00	0.00	NM						
N 25	All	10/06/20	10/11/20	NBA Finals	CM	Various	----1--	:30	1	\$1,750.00	P03	0.00	NM	1	\$1,750.00
NBA Finals (Program: »THE ROOKIE - P4)505 Index: 112. 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: 10/05/20 10/11/20 ----1-- 1 \$1,750.00 0.00															
													Totals	48	\$17,485.00