

ORDER

Orders
Order / Rev: 2043543
Alt Order #: WOC12604315
Product Desc: MMCCO
Estimate: 8230
Flight Dates: 09/22/20 - 09/28/20
Original Date / Rev: 07/15/20 / 09/21/20
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
08/31/20	09/27/20	54	\$11,500.00	\$9,775.00
09/28/20	09/28/20	10	\$3,295.00	\$2,800.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	54	\$11,500.00	\$9,775.00	173.10
October 2020	10	\$3,295.00	\$2,800.75	44.00
Totals	64	\$14,795.00	\$12,575.75	217.10

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%	\$14,795.00
Market	100%	\$77,868.42

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$63,073.42
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	09/22/20	09/28/20	Local News @ 6a M-F	CM	6-7a	11-1---	:30	3	\$80.00	P04	3.40	NM	3	\$240.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 127. Nielsen: 1.2															

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 Product Desc: MMCCO
 Estimate: 8230
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: 09/22/20	09/28/20	11-1---		3				\$80.00		3.40			
N 2	All	09/22/20	09/28/20	Good Morning America CM		7-9a	11-1---	:30	3	\$110.00	P04	3.80	NM	3	\$330.00
		»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)505 Index: 110. 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: 09/22/20	09/28/20	11-1---		3				\$110.00		3.80			
N 3	All	09/22/20	09/28/20	Local News @ 12p M-F CM		12-1p	1-1-1--	:30	3	\$50.00	P04	2.70	NM	3	\$150.00
		»WHAS11 NEWS AT NOON - F (Program: »WHAS11 NEWS AT NOON - P4)505 Index: 121. 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: 09/22/20	09/28/20	1-1-1--		3				\$50.00		2.70			
N 4	All	09/22/20	09/25/20	Local News @ 4p M-F CM		4-5p	-11-1--	:30	3	\$60.00	P04	3.00	NM	3	\$180.00
		»WHAS11 NEWS @ 4P - P4 (Program: »WHAS11 NEWS @ 4P - P4)505 Index: 119. 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: 09/21/20	09/27/20	-11-1--		3				\$60.00		3.00			
N 5	All	09/22/20	09/24/20	Local News @ 530p M-F CM		530-6p	-111---	:30	3	\$170.00	P04	4.60	NM	3	\$510.00
		»WHAS11 NEWS @ 530P - P4 (Program: »WHAS11 NEWS @ 530P - P4)505 Index: 117. 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: 09/21/20	09/27/20	-111---		3				\$170.00		4.60			
N 6	All	09/22/20	09/28/20	Local News @ 6p M-F CM		6-630p	1111---	:30	4	\$175.00	P04	5.60	NM	4	\$700.00
		»WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 115. 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: 09/22/20	09/28/20	1111---		4				\$175.00		5.60			
N 7	All	09/22/20	09/28/20	ABC World News CM		630-7p	1-1-1--	:30	3	\$600.00	P03	7.00	NM	3	\$1,800.00
		»ABC World News - P4 (Program: »ABC World News - P4)505 Index: 113. 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: 09/22/20	09/28/20	1-1-1--		3				\$600.00		7.00			
N 8	All	09/22/20	09/25/20	ET 7-730p CM		7-730p	-1111--	:30	4	\$325.00	P03	5.50	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: 09/21/20	09/27/20	-1111--		4				\$325.00		5.50			
N 9	All	09/22/20	09/25/20	Inside Ed 730-8p CM		730-8p	-1-11--	:30	3	\$325.00	P03	5.50	NM	3	\$975.00
		»INSIDE EDITION - P4 (Program: »INSIDE EDITION - P4)505 Index: 113. 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: 09/21/20	09/27/20	-1-11--		3				\$325.00		5.50			
N 10	All	09/22/20	09/28/20	Mon Prime Other CM		8-11p	2-----	:30	2	\$800.00	P03	7.00	NM	2	\$1,600.00
		»DANCING WITH THE STARS (Program: »DANCING WITH THE STARS - P4)505 Index: 111. 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: 09/22/20	09/28/20	2-----		2				\$800.00		7.00			
N 11	All	09/22/20	09/28/20	Mon Prime C CM		10-11p	1-----	:30	1	\$600.00	P04	5.00	NM	1	\$600.00
		EMERGENCY (Program: »THE GOOD DOCTOR - P4)505 Index: 116. 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: 09/22/20	09/28/20	1-----		1				\$600.00		5.00			
N 12	All	09/22/20	09/25/20	Local News @ 11p M-F CM		11-1135p	-1111--	:30	4	\$120.00	P04	3.10	NM	4	\$480.00
		»WHAS11 NEWS AT 11 M-F/SU (Program: »WHAS11 NEWS AT 11 M-F/SU - P4)505 Index: 104. 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: 09/21/20	09/27/20	-1111--		4				\$120.00		3.10			
N 13	All	09/22/20	09/28/20	Jimmy Kimmel CM		1135p-1237a	11111--	:30	5	\$60.00	P03	1.50	NM	5	\$300.00
		»JIMMY KIMMEL LIVE - P4 (Program: »JIMMY KIMMEL LIVE - P4)505 Index: 106. 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: 09/22/20	09/28/20	11111--		5				\$60.00		1.50			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	09/22/20	09/28/20	Nightline	CM	1237-106a	1111---	:30	4	\$20.00	P04	1.00	NM	4	\$80.00
				»NIGHTLINE - P4											
				(Program: »NIGHTLINE - P4)505 Index: 109. Nielsen: 0.4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/22/20	09/28/20	1111--			5			\$60.00			1.50		
N 16	All	09/22/20	09/23/20	Wed Prime Other	CM	8-11p	--1----	:30	1	\$300.00	P04	3.20	NM	1	\$300.00
				Wed Prime Other											
				(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:		09/22/20	09/28/20	1111---			4			\$20.00			1.00		
N 17	All	09/22/20	09/23/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$400.00	P03	3.50	NM	1	\$400.00
				Wed Prime C											
				(Program: »STUMPTOWN - P4)505 Index: 101. Nielsen: 1.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	--1----			1			\$300.00			3.20		
N 18	All	09/22/20	09/24/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$300.00	P03	4.90	NM	1	\$300.00
				PRESS YOUR LUCK											
				(Program: GREYS ANATOMY)505 Index: 105. Nielsen: 2.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	---1---			1			\$300.00			4.90		
N 19	All	09/22/20	09/24/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$400.00	P03	3.00	NM	1	\$400.00
				MATCH GAME											
				(Program: MILLION LITTLE THINGS)505 Index: 100. 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:		09/21/20	09/27/20	---1---			1			\$400.00			3.00		
N 20	All	09/22/20	09/25/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$350.00	P03	2.80	NM	1	\$350.00
				Fri Prime A											
				(Program: Shark Tank)505 Index: 118. 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:		09/21/20	09/27/20	----1--			1			\$350.00			2.80		
N 21	All	09/22/20	09/25/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$350.00	P04	3.40	NM	1	\$350.00
				»20/20 - P4											
				(Program: »20/20 - P4)505 Index: 110. 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:		09/21/20	09/27/20	----1--			1			\$350.00			3.40		
N 22	All	09/22/20	09/26/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$90.00	P03	4.00	NM	1	\$90.00
				»WAKE UP WEEKEND 9-10A -											
				(Program: »WAKE UP WEEKEND 9-10A - P4)505 Index: 116. 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:		09/21/20	09/27/20	-----1-			1			\$90.00			4.00		
N 23	All	09/22/20	09/27/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$110.00	P03	3.20	NM	1	\$110.00
				»GOOD MORNING AMERICA (8:00 AM-9:00 AM)											
				(Program: »GOOD MORNING AMERICA - P4)505 Index: 119. 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:		09/21/20	09/27/20	-----1			1			\$110.00			3.20		
N 24	All	09/22/20	09/27/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$600.00	P03	5.10	NM	1	\$600.00
				»FUNNIEST HOME VIDEOS - F											
				(Program: »FUNNIEST HOME VIDEOS - P4)505 Index: 135. 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:		09/21/20	09/27/20	-----1			1			\$600.00			5.10		
N 25	All	09/22/20	09/27/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$450.00	P03	3.80	NM	1	\$450.00
				SHARK TANK											
				(Program: Millionaire)505 Index: 109. 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:		09/21/20	09/27/20	-----1			1			\$450.00			3.80		

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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:		09/21/20	09/27/20	-----1			1			\$450.00			3.80		
<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	09/21/20-09/27/20		Sun Prime C			9-10p	-----Su	:30	(\$450.00)	3.80	NM			
See MG 25.2 [Program Change-20/20 Special Ed/Sun Prime Orh 2nd Half-mw]															
2	All	09/21/20-09/27/20		Sun Prime Other 2nd Half			8:00 PM-10:00 PM	-----Su	:30	\$450.00	3.80	NM			
Ⓜ MG for 25.1 09/27 [Program change - update inventory code]															
N 26	All	09/22/20	09/27/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$450.00	P03	2.90	NM	1	\$450.00
MATCH GAME (Program: »THE ROOKIE - P4)505 Index: 109. 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:		09/21/20	09/27/20	-----1			1			\$450.00			2.90		
<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	09/21/20-09/27/20		Sun Prime D			10-11p	-----Su	:30	(\$450.00)	2.90	NM			
See MG 26.2 [Program Change-Card Shark-MW]															
2	All	09/21/20-09/27/20		Sun Prime D			10-11p	-----Su	:30	\$450.00	2.90	NM			
Ⓜ MG for 26.1 09/27 [Program change - keep in stp, NCIR]															
N 27	WHAS	09/22/20	09/22/20	Tue Prime Other	CM	8-11p	-T-----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
Tue Prime Other															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-T-----			1			\$500.00			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	WHAS	09/21/20-09/27/20		Tue Prime B			9-10p	-T-----	:30	(\$500.00)	0.00	NM			
See MG 27.2 [Program Change-Dwts-mw]															
2	WHAS	09/21/20-09/27/20		Tue Prime Other			8-11p	-T-----	:30	\$500.00	0.00	NM			
Ⓜ MG for 27.1 09/22															
N 28	WHAS	09/27/20	09/27/20	ABC World News Su	CM	6-630p	-----S	:30	1	\$600.00	P03	0.00	NM	1	\$600.00
ABC World News Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----S			1			\$600.00			0.00		
N 29	WHAS	09/23/20	09/25/20	Good Morning America	CM	7-9a	--WTF--	:30	1	\$110.00	P04	0.00	NM	1	\$110.00
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:		09/21/20	09/27/20	--WTF--			1			\$110.00			0.00		
N 30	WHAS	09/23/20	09/25/20	Local News @ 5p M-F	CM	5-530p	--WTF--	:30	2	\$150.00	P04	0.00	NM	2	\$300.00
Local News @ 5p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	--WTF--			2			\$150.00			0.00		
N 31	WHAS	09/26/20	09/26/20	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$100.00	P04	0.00	NM	1	\$100.00
Local News @ 11p Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	-----S-			1			\$100.00			0.00		
N 32	WHAS	09/23/20	09/25/20	Local News @ 6a M-F	CM	6-7a	--WTF--	:30	1	\$80.00	P04	0.00	NM	1	\$80.00
Local News @ 6a M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	--WTF--			1			\$80.00			0.00		
N 33	WHAS	09/23/20	09/25/20	Local News @ 4p M-F	CM	4-5p	--WTF--	:30	1	\$60.00	P04	0.00	NM	1	\$60.00
Local News @ 4p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/21/20	09/27/20	--WTF--			1			\$60.00			0.00		

Totals 64 \$14,795.00