

# ORDER

**Orders**  
**Order / Rev:** 1961358  
**Alt Order #:** WOC12429648  
**Product Desc:** 508/629/7710  
**Estimate:** 7710  
**Flight Dates:** 03/21/20 - 04/05/20  
**Original Date / Rev:** 03/20/20 / 04/24/20  
**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 / K  
**Demographic:** A18+  
**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
02/24/20	03/29/20	33	\$8,810.00	\$7,488.50
03/30/20	04/05/20	5	\$1,055.00	\$896.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	33	\$8,810.00	\$7,488.50	139.47
April 2020	5	\$1,055.00	\$896.75	19.21
<b>Totals</b>	<b>38</b>	<b>\$9,865.00</b>	<b>\$8,385.25</b>	<b>158.68</b>

**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	18%	\$9,865.00
Market	100%	\$54,805.56

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$44,940.56
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	03/28/20	03/28/20	Good Morning America	3M	7-9a	-----1-	:30	1	\$140.00	P04	3.90	NM	1	\$140.00
				»GOOD MORNING AMERICA											
(Program: »GOOD MORNING AMERICA)511 Index: 112. Nielsen: 3.515693002191705															

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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:		03/23/20	03/29/20	-----1-		1				\$140.00		3.90			
N 2	All	03/21/20	03/27/20	Local News @ 4p M-F	CM	4-5p	- 11- 1--	:30	3	\$150.00	P04	3.80	NM	3	\$450.00
				»WHAS11 NEWS @ 4P											
				(Program: »WHAS11 NEWS @ 4P)511 Index: 121. Nielsen: 3.1080690793109866											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	- 11- 1--		3				\$150.00		3.80			
N 3	All	03/21/20	03/26/20	Local News @ 6p M-F	CM	6-630p	1- 11- ---	:30	3	\$300.00	P04	7.20	NM	3	\$900.00
				»WHAS11 NEWS @ 6p											
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F)511 Index: 123. Nielsen: 5.796095468014288											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1- 11- ---		3				\$300.00		7.20			
N 4	All	03/21/20	03/30/20	Jimmy Kimmel	CM	1135p-1237a	1- 1- 1--	:30	3	\$80.00	P04	1.80	NM	4	\$320.00
				»JIMMY KIMMEL LIVE											
				(Program: »JIMMY KIMMEL LIVE)511 Index: 107. Nielsen: 1.639438885881905											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1- 1- 1--		3				\$80.00		1.80			
<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>		
2	All	03/21/20-03/27/20	Jimmy Kimmel			1135p-1237a	M- W- - F- - - -	:30		<del>(\$80.00)</del>		1.80	NM		
				See MG 4.5,4.6											
				[Program Change-Jimmy Kimmel DB-mw]											
3	All	03/21/20-03/27/20	Jimmy Kimmel			1135p-1237a	M- W- - F- - - -	:30		<del>(\$80.00)</del>		1.80	NM		
				See MG 4.5,4.6											
				[Program Change-Jimmy Kimmel DB-mw]											
5	All	03/21/20-03/27/20	Jimmy Kimmel DB*			1205-107a	M- W- - F- - - -	:30		\$80.00		1.80	NM		
				Ⓜ MG for 4.2,4.3											
6	All	03/21/20-03/27/20	Jimmy Kimmel DB*			1205-107a	M- W- - F- - - -	:30		\$80.00		1.80	NM		
				Ⓜ MG for 4.2,4.3											
Week:		03/28/20	04/03/20	1- - - - -		1				\$80.00		1.80			
<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>		
4	All	03/28/20-04/03/20	Jimmy Kimmel			1135p-1237a	M- - - - -	:30		<del>(\$80.00)</del>		1.80	NM		
				See MG 4.7											
				[Program Change-Jimmy Kimmel DB-mw]											
7	All	03/28/20-04/03/20	Jimmy Kimmel DB*			1205-107a	M- - - - -	:30		\$80.00		1.80	NM		
				Ⓜ MG for 4.4 03/30											
N 5	All	03/21/20	03/30/20	Local News @ 530p M-F	CM	530-6p	11- - 1--	:30	3	\$275.00	P04	5.90	NM	3	\$550.00
				»WHAS11 NEWS @ 530P											
				(Program: »WHAS11 NEWS @ 530P)511 Index: 126. Nielsen: 4.6652451218266275											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	11- - 1--		3				\$275.00		5.90			

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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:		03/21/20	03/27/20	11--1--					3	\$275.00		5.90			
<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	03/21/20-03/27/20	Local News @ 530p M-F			530-6p			MT---F----	:30	<del>(\$275.00)</del>	5.90	NM		
See MG 5.5,5.6 [Recon Preempt-DNA-SCHEDULE CHANGE]															
2	All	03/21/20-03/27/20	Local News @ 530p M-F			530-6p			MT---F----	:30	<del>(\$275.00)</del>	5.90	NM		
Credited															
3	All	03/21/20-03/27/20	Local News @ 530p M-F			530-6p			MT---F----	:30	<del>(\$275.00)</del>	5.90	NM		
See MG 5.7,5.8,5.9 [Recon Preempt-DNA-SPECIAL REPORT LIVE LOCAL EVENT]															
5	All	03/21/20-03/27/20	Local News @ 5a M-F			5-6a			---Th-----	:30	\$125.00	2.95	NM		
Ⓜ MG for 5.1 03/23															
6	All	03/21/20-03/27/20	Local News @ 4p M-F			4-5p			---Th-----	:30	\$150.00	2.95	NM		
Ⓜ MG for 5.1 03/23															
7	All	04/02/20-04/02/20	The View			11-12p			---Th-----	:30	<del>(\$125.00)</del>	0.00	NM		
Ⓜ Credited [Move 4/1 approved MG to estimate 7730]															
8	All	04/02/20-04/02/20	Local News @ 5a M-F			5-6a			---Th-----	:30	<del>(\$100.00)</del>	0.00	NM		
Ⓜ Credited [Move 4/1 approved MG to estimate 7730]															
9	All	04/05/20-04/05/20	NCIS NO 1205-105a Su			1205-105a			-----Su	:30	<del>(\$50.00)</del>	0.00	NM		
Ⓜ Credited [Move 4/1 approved MG to estimate 7730]															
Week:		03/28/20	04/03/20	1-----					1	\$275.00		5.90			
N 6	All	03/21/20	03/30/20	Local News @ 12p M-F	CM	12-1p	-1111--	:30	4	\$150.00	P04	3.00	NM	5	\$750.00
»WHAS11 NEWS AT NOON (Program: »WHAS11 NEWS AT NOON)511 Index: 109. Nielsen: 2.7159587710528434															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	-1111--					4	\$150.00		3.00			
Week:		03/28/20	04/03/20	1-----					1	\$150.00		3.00			
N 7	All	03/21/20	03/26/20	Local News @ 6a M-F	CM	6-7a	1-11---	:30	3	\$160.00	P04	3.10	NM	3	\$480.00
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 101. Nielsen: 3.1030200467577544															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1-11---					3	\$160.00		3.10			
N 8	All	03/21/20	03/30/20	LN (M-Su)	CM	11-1135p	-111---	:30	3	\$250.00	P04	4.41	NM	4	\$1,000.00
Late News (Program: Late News)511 Index: 120. Nielsen: 4.486576676237578															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	-111---					3	\$250.00		4.41			
Week:		03/28/20	04/03/20	1-----					1	\$250.00		4.41			
N 9	All	03/21/20	03/27/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$400.00	P04	5.76	NM	4	\$1,600.00
»ENTERTAINMENT TONIGHT (Program: »ENTERTAINMENT TONIGHT)511 Index: 106. Nielsen: 5.583573197580772															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1-111--					4	\$400.00		5.76			
N 10	All	03/21/20	03/30/20	Good Morning America	CM	7-9a	1-1----	:30	2	\$300.00	P04	4.10	NM	3	\$900.00
»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)511 Index: 106. Nielsen: 3.913786969817421															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1-1----					2	\$300.00		4.10			
Week:		03/28/20	04/03/20	1-----					1	\$300.00		4.10			
N 11	All	03/21/20	03/29/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$600.00	P04	6.40	NM	2	\$1,200.00
»FUNNIEST HOME VIDEOS (Program: »FUNNIEST HOME VIDEOS)511 Index: 133. Nielsen: 4.790662656972044															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	-----1					1	\$600.00		6.40			
Week:		03/28/20	04/03/20	-----1					1	\$600.00		6.40			
N 12	All	03/21/20	03/27/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$600.00	P04	4.10	NM	1	\$600.00
»20/20															

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 Estimate: 7710  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: »20/20)511 Index: 103. Nielsen: 4.023546964366085															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	----1--		1				\$600.00		4.10			
<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	03/21/20-03/27/20		Fri Prime Other		8-11p		-----F----	:30	<del>(\$600.00)</del>		4.10	NM		
	See MG 12.2														
	[Program Change-Pandemic 9p/20/20 10p-mw]														
2	All	03/21/20-03/27/20		Fri Prime C		10-11p		-----F----	:30	\$600.00		4.10	NM		
	Ⓜ MG for 12.1 03/27														
N 13	All	03/21/20	03/26/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$700.00	P04	4.30	NM	1	\$700.00
	»A MILLION LITTLE THINGS														
(Program: »A MILLION LITTLE THINGS)511 Index: 107. Nielsen: 4.043782897249774															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	---1---		1				\$700.00		4.30			
N 14	WHAS	03/29/20	03/29/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$275.00	P04	4.30	NM	1	\$275.00
	Local News @ 630p Su														
(Program: »A MILLION LITTLE THINGS)511 Index: 107. Nielsen: 4.043782897249774															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/28/20	04/03/20	-----1		1				\$275.00		4.30			
													Totals	38	\$9,865.00