

# ORDER

**Orders**  
**Order / Rev:** 2007956  
**Alt Order #:** WOC12519414  
**Product Desc:** MMCCO  
**Estimate:** 7966  
**Flight Dates:** 06/02/20 - 06/08/20  
**Original Date / Rev:** 06/01/20 / 06/05/20  
**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 / K  
**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
06/01/20	06/08/20	52	\$6,410.00	\$5,448.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	52	\$6,410.00	\$5,448.50	182.80
<b>Totals</b>	<b>52</b>	<b>\$6,410.00</b>	<b>\$5,448.50</b>	<b>182.80</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	14%	\$6,410.00
Market	100%	\$45,785.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$457.86
WAVE	34%	\$15,567.14
WBKI	2%	\$915.71
WBNA	0%	\$0.00
WDRB	22%	\$10,072.86
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	27%	\$12,362.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	06/02/20	06/08/20	Local News @ 6a M-F	CM	6-7a	11111--	:30	5	\$70.00	P04	2.50	NM	5	\$350.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 106. Nielsen: 1.1 »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:		06/02/20	06/08/20	11111--		5				\$70.00		2.50			

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	06/02/20	06/05/20	Good Morning America CM		7-9a	- TWTF - -	:30	5	\$100.00	P04	3.60	NM	5	\$500.00
				»GOOD MORNING AMERICA -											
				(Program: »GOOD MORNING AMERICA - P4)511 Index: 109. 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: 06/01/20	06/07/20	- TWTF - -		5			\$100.00			3.60			
N 3	All	06/02/20	06/08/20	Local News @ 12p M-F CM		12-1p	1- 111 - -	:30	4	\$40.00	P04	2.50	NM	4	\$160.00
				»WHAS11 NEWS AT NOON - P											
				(Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. 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: 06/02/20	06/08/20	1- 111 - -		4			\$40.00			2.50			
N 4	All	06/02/20	06/08/20	Local News @ 4p M-F CM		4-5p	1- 1- 1 - -	:30	3	\$110.00	P03	3.20	NM	3	\$330.00
				»WHAS11 NEWS @ 4P - P4											
				(Program: »WHAS11 NEWS @ 4P - P4)511 Index: 121. 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: 06/02/20	06/08/20	1- 1- 1 - -		3			\$110.00			3.20			
N 5	All	06/02/20	06/08/20	Local News @ 6p M-F CM		6-630p	1- 1- 1 - -	:30	3	\$325.00	P03	5.70	NM	3	\$975.00
				»WHAS11 NEWS @ 6 & 630p -											
				(Program: »WHAS11 NEWS @ 6 & 630p - P4)511 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: 06/02/20	06/08/20	1- 1- 1 - -		3			\$325.00			5.70			
N 6	All	06/02/20	06/05/20	ABC World News CM		630-7p	- 11- 1 - -	:30	3	\$425.00	P04	6.90	NM	3	\$1,275.00
				»ABC World News - P4											
				(Program: »ABC World News - P4)511 Index: 115. Nielsen: 3.3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/01/20	06/07/20	- 11- 1 - -		3			\$425.00			6.90			
N 7	All	06/02/20	06/08/20	ET 7-730p CM		7-730p	11111 - -	:30	5	\$140.00	P04	5.40	NM	5	\$700.00
				»ENTERTAINMENT TONIGHT -											
				(Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 107. Nielsen: 2.3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/02/20	06/08/20	11111 - -		5			\$140.00			5.40			
N 8	All	06/02/20	06/08/20	Local News @ 11p M-F CM		11-1135p	11111 - -	:30	5	\$100.00	P04	4.00	NM	5	\$500.00
				»WHAS11 NEWS AT 11 M-F/SU											
				(Program: »WHAS11 NEWS AT 11 M-F/SU - P4)511 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: 06/02/20	06/08/20	11111 - -		5			\$100.00			4.00			
N 9	All	06/02/20	06/08/20	Jimmy Kimmel DB* CM		1205-107a	1- 111 - -	:30	4	\$60.00	P03	1.90	NM	4	\$240.00
				»JIMMY KIMMEL LIVE - P4											
				(Program: »JIMMY KIMMEL LIVE - P4)511 Index: 107. 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: 06/02/20	06/08/20	1- 111 - -		4			\$60.00			1.90			
N 10	All	06/02/20	06/08/20	Nightline CM		1237-106a	1111 - - -	:30	4	\$20.00	P04	1.40	NM	4	\$80.00
				»NIGHTLINE - P4											
				(Program: »NIGHTLINE - P4)511 Index: 111. Nielsen: 0.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/02/20	06/08/20	1111 - - -		4			\$20.00			1.40			
N 11	All	06/02/20	06/04/20	Thu Prime B CM		9-10p	- - - 1 - - -	:30	1	\$475.00	P04	5.00	NM	1	\$300.00
				Holey Moley											
				(Program: Holey Moley)511 Index: 105. 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: 06/01/20	06/07/20	- - - 1 - - -		1			\$475.00			5.00			
	<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	06/01/20-06/07/20	Thu Prime B		9-10p	- - - Th - - - - -	:30	\$300.00	5.00	NM				
N 12	All	06/02/20	06/05/20	Fri Prime Other CM		8-11p	- - - - 1 - -	:30	1	\$150.00	P04	3.70	NM	1	\$150.00
				»20/20 - P4											
				(Program: »20/20 - P4)511 Index: 104. Nielsen: 2.0											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 06/01/20	06/07/20	- - - - 1 - -		1			\$150.00			3.70			
N 13	All	06/02/20	06/06/20	Good Morning America CM		7-9a	- - - - - 1 -	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
				»GOOD MORNING AMERICA -											
				(Program: »GOOD MORNING AMERICA - P4)511 Index: 103. Nielsen: 1.0											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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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:		06/01/20	06/07/20	-----1-		1				\$50.00		3.30			
N14	All	06/02/20	06/06/20	Local News @ 630p Sa CM	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$50.00	P04	4.90	NM	1	\$50.00
				»WHAS11 NEWS @ 6:30p - P4(6:30 PM-7:00 PM)											
				(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. 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:		06/01/20	06/07/20	-----1-		1				\$50.00		4.90			
N15	All	06/02/20	06/06/20	LN (M-Su) CM	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	P04	4.00	NM	1	\$75.00
				»WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)											
				(Program: »WHAS11 NEWS AT 11 SAT - P4)511 Index: 122. Nielsen: 0.8											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/01/20	06/07/20	-----1-		1				\$75.00		4.00			
N16	All	06/02/20	06/07/20	Good Morning America \$M	CM	8:00 AM-9:00 AM	-----1	:30	1	\$50.00	P04	3.20	NM	1	\$50.00
				»GOOD MORNING AMERICA (8:00 AM-9:00 AM)											
				(Program: »GOOD MORNING AMERICA - P4)511 Index: 109. 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:		06/01/20	06/07/20	-----1		1				\$50.00		3.20			
N17	All	06/02/20	06/07/20	Sun Prime A CM	CM	7-8p	-----1	:30	1	\$300.00	P04	5.70	NM	1	\$300.00
				»FUNNIEST HOME VIDEOS - F											
				(Program: »FUNNIEST HOME VIDEOS - P4)511 Index: 123. 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:		06/01/20	06/07/20	-----1		1				\$300.00		5.70			
N18	WHAS	06/02/20	06/06/20	Inside Ed 1135p-1205a \$M	CM	1135p-1205a	-----1-	:30	1	\$50.00	P04	4.90	NM	1	\$50.00
				Inside Ed Sa 1135-1205a											
				(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. 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:		06/01/20	06/07/20	-----1-		1				\$50.00		4.90			
N19	WHAS	06/02/20	06/06/20	Pandemic CM	CM	1-2p	----1--	:30	1	\$35.00	P04	0.00	NM	1	\$35.00
				Pandemic											
				(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. 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:		06/01/20	06/07/20	----1--		1				\$35.00		0.00			
N20	WHAS	06/02/20	06/06/20	Inside Ed 730-8p CM	CM	730-8p	----1--	:30	1	\$140.00	P04	0.00	NM	1	\$140.00
				Inside Ed 730-8p											
				(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. 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:		06/01/20	06/07/20	----1--		1				\$140.00		0.00			
N21	WHAS	06/08/20	06/08/20	Local News @ 11p M-F CM	CM	11-1135p	1-----	:30	1	\$100.00	P04	0.00	NM	1	\$100.00
				Local News @ 11p M-F											
				(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. Nielsen: 1.7											
													Totals	52	\$6,410.00