

ORDER

Orders
Order / Rev: 2043489
Alt Order #: WOC12604299
Product Desc: MMCCO
Estimate: 8229
Flight Dates: 09/15/20 - 09/21/20
Original Date / Rev: 07/15/20 / 07/15/20
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
08/31/20	09/21/20	57	\$10,145.00	\$8,623.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	57	\$10,145.00	\$8,623.25	215.60
Totals	57	\$10,145.00	\$8,623.25	215.60

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%	\$10,145.00
Market	100%	\$53,394.74

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$43,249.74
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	09/15/20	09/21/20	Local News @ 6a M-F	CM	6-7a	1-11---	:30	3	\$90.00	P04	3.40	NM	3	\$270.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 127. Nielsen: 1.2 Start Date: 09/15/20 End Date: 09/21/20 Weekdays: 1-11--- Spots/Week: 3 Rate: \$90.00 Rating: 3.40															

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/20	09/21/20	1-11---		3				\$90.00		3.40			
N 2	All	09/15/20	09/21/20	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: 09/15/20	09/21/20	11-1---		3				\$110.00		3.80			
N 3	All	09/15/20	09/21/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$60.00	P04	2.70	NM	3	\$180.00
		»WHAS11 NEWS AT NOON - P (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: 09/15/20	09/21/20	1-1-1--		3				\$60.00		2.70			
N 4	All	09/15/20	09/17/20	Local News @ 4p M-F	CM	4-5p	-111---	: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: 09/14/20	09/20/20	-111---		3				\$60.00		3.00			
N 5	All	09/15/20	09/17/20	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: 09/14/20	09/20/20	-111---		3				\$170.00		4.60			
N 6	All	09/15/20	09/21/20	Local News @ 6p M-F	CM	6-630p	1-11---	:30	3	\$190.00	P04	5.60	NM	3	\$570.00
		»WHAS11 NEWS @ 6 & 630p (Program: »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: 09/15/20	09/21/20	1-11---		3				\$190.00		5.60			
N 7	All	09/15/20	09/21/20	ABC World News	CM	630-7p	1-1-1--	:30	3	\$400.00	P04	7.00	NM	3	\$1,200.00
		»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: 09/15/20	09/21/20	1-1-1--		3				\$400.00		7.00			
N 8	All	09/15/20	09/18/20	ET 7-730p	CM	7-730p	-1111--	:30	4	\$180.00	P04	5.50	NM	4	\$720.00
		»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: 09/14/20	09/20/20	-1111--		4				\$180.00		5.50			
N 9	All	09/15/20	09/18/20	Inside Ed 730-8p	CM	730-8p	--111--	:30	3	\$180.00	P04	5.50	NM	3	\$540.00
		»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: 09/14/20	09/20/20	--111--		3				\$180.00		5.50			
N 10	All	09/15/20	09/21/20	Mon Prime Other	CM	8-11p	2-----	:30	2	\$500.00	P04	7.00	NM	2	\$1,000.00
		»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: 09/15/20	09/21/20	2-----		2				\$500.00		7.00			
N 11	All	09/15/20	09/21/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$600.00	P04	5.00	NM	1	\$600.00
		»THE GOOD DOCTOR - P4 (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: 09/15/20	09/21/20	1-----		1				\$600.00		5.00			
N 12	All	09/15/20	09/18/20	Local News @ 11p M-F	CM	11-1135p	-1111--	:30	4	\$130.00	P04	3.10	NM	4	\$520.00
		»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: 09/14/20	09/20/20	-1111--		4				\$130.00		3.10			
N 13	All	09/15/20	09/21/20	Jimmy Kimmel	CM	1135p-1237a	11111--	:30	5	\$30.00	P04	1.50	NM	5	\$150.00
		»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: 09/15/20	09/21/20	11111--		5				\$30.00		1.50			

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N14	All	09/15/20	09/21/20	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:		09/15/20	09/21/20	1111--			5			\$30.00		1.50			
N15	All	09/15/20	09/15/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$350.00	P04	4.20	NM	1	\$350.00
				Modern Family											
				(Program: Modern Family)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:		09/15/20	09/21/20	1111---			4			\$20.00		1.00			
N16	All	09/15/20	09/15/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$300.00	P04	3.40	NM	1	\$300.00
				»MIXED-ISH/BLACK-ISH - P4											
				(Program: »MIXED-ISH/BLACK-ISH - P4)505 Index: 101. 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:		09/14/20	09/20/20	-1-----			1			\$350.00		4.20			
N17	All	09/15/20	09/15/20	Tue Prime C	CM	10-11p	-1-----	:30	1	\$300.00	P04	2.30	NM	1	\$300.00
				WWYD?											
				(Program: WWYD?)505 Index: 101. 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:		09/14/20	09/20/20	-1-----			1			\$300.00		2.30			
N18	All	09/15/20	09/16/20	Wed Prime A	CM	8-9p	--1----	:30	1	\$300.00	P04	3.20	NM	1	\$300.00
				United we Fall/Goldbergs											
				(Program: United we Fall/Goldbergs)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:		09/14/20	09/20/20	--1----			1			\$300.00		3.20			
N19	All	09/15/20	09/16/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$300.00	P04	2.80	NM	1	\$300.00
				Connors/Amer House											
				(Program: Connors/Amer House)505 Index: 104. 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:		09/14/20	09/20/20	--1----			1			\$300.00		2.80			
N20	All	09/15/20	09/16/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$250.00	P04	3.00	NM	1	\$250.00
				Marvels											
				(Program: Marvels)505 Index: 109. 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:		09/14/20	09/20/20	--1----			1			\$250.00		3.00			
N21	All	09/15/20	09/17/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$200.00	P04	2.80	NM	1	\$200.00
				»HOLEY MOLEY - P4											
				(Program: »HOLEY MOLEY - P4)505 Index: 120. 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:		09/14/20	09/20/20	---1---			1			\$200.00		2.80			
N22	All	09/15/20	09/17/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$200.00	P04	3.70	NM	1	\$200.00
				DONT											
				(Program: DONT)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:		09/14/20	09/20/20	---1---			1			\$200.00		3.70			
N23	All	09/15/20	09/18/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$225.00	P04	2.80	NM	1	\$225.00
				SHARK TANK											
				(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:		09/14/20	09/20/20	----1--			1			\$225.00		2.80			
N24	All	09/15/20	09/18/20	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:		09/14/20	09/20/20	----1--			1			\$350.00		3.40			
N25	All	09/15/20	09/19/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$60.00	P04	4.00	NM	1	\$60.00
				»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:		09/14/20	09/20/20	-----1-			1			\$60.00		4.00			

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		Week: 09/14/20	09/20/20	-----1-		1				\$60.00		4.00			
N26	All	09/15/20	09/20/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$60.00	P04	3.20	NM	1	\$60.00
				»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: 09/14/20	09/20/20	-----1		1				\$60.00		3.20			
N27	All	09/15/20	09/20/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$400.00	P04	5.10	NM	1	\$400.00
				»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: 09/14/20	09/20/20	-----1		1				\$400.00		5.10			
													Totals	57	\$10,145.00