

# ORDER

**Orders**  
**Order / Rev:** 2043489  
**Alt Order #:** WOC12604299  
**Product Desc:** MMCCO  
**Estimate:** 8229  
**Flight Dates:** 09/15/20 - 09/21/20  
**Original Date / Rev:** 09/09/20 / 09/09/20  
**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	09/21/20	57	\$15,090.00	\$12,826.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	57	\$15,090.00	\$12,826.50	213.30
<b>Totals</b>	<b>57</b>	<b>\$15,090.00</b>	<b>\$12,826.50</b>	<b>213.30</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	19%	\$15,090.00
Market	100%	\$79,421.05

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$64,331.05
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	\$80.00	P04	3.40	NM	3	\$240.00
(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: \$80.00 Rating: 3.40															

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 Estimate: 8229  
**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:		09/15/20	09/21/20	1-11---					3	\$80.00		3.40			
N 2	All	09/15/20	09/21/20	Good Morning America	CM	7-9a	11-1---	:30	3	\$250.00	P03	3.80	NM	3	\$750.00
				»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	\$250.00		3.80			
N 3	All	09/15/20	09/21/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$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:		09/15/20	09/21/20	1-1-1--					3	\$50.00		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	\$175.00	P04	5.60	NM	3	\$525.00
				»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	\$175.00		5.60			
N 7	All	09/15/20	09/21/20	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:		09/15/20	09/21/20	1-1-1--					3	\$600.00		7.00			
N 8	All	09/15/20	09/18/20	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:		09/14/20	09/20/20	-1111--					4	\$325.00		5.50			
N 9	All	09/15/20	09/18/20	Inside Ed 730-8p	CM	730-8p	--111--	: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:		09/14/20	09/20/20	--111--					3	\$325.00		5.50			
N 10	All	09/15/20	09/21/20	NFL Mo Game	CM	Various	2-----	:30	2	\$1,250.00	P04	7.00	NM	2	\$2,500.00
				NFL Mo Game											
				(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	\$1,250.00		7.00			
N 11	All	09/15/20	09/21/20	NFL Mo Game	CM	Various	1-----	:30	1	\$1,250.00	P04	5.00	NM	1	\$1,250.00
				NFL Mo Game											
				(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	\$1,250.00		5.00			
N 12	All	09/15/20	09/18/20	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:		09/14/20	09/20/20	-1111--					4	\$120.00		3.10			
N 13	All	09/15/20	09/21/20	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>			

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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:		09/15/20	09/21/20	11111--					5	\$60.00		1.50			
N 14	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---					4	\$20.00		1.00			
N 15	All	09/15/20	09/15/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$400.00	P03	4.20	NM	1	\$400.00
				Modern Family/Modern Fami											
				(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:		09/14/20	09/20/20	-1-----					1	\$400.00		4.20			
N 16	All	09/15/20	09/15/20	Tue Prime B	CM	9-10p	-1-----	:30	1	\$450.00	P03	3.40	NM	1	\$450.00
				BLACKISH/MIXEDISH											
				(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	\$450.00		3.40			
N 18	All	09/15/20	09/16/20	Wed Prime A	CM	8-9p	--1----	:30	1	\$400.00	P04	3.20	NM	1	\$400.00
				GOLDBERGS/BLACKISH											
				(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	\$400.00		3.20			
N 19	All	09/15/20	09/16/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$450.00	P03	2.80	NM	1	\$450.00
				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	\$450.00		2.80			
N 20	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
				GOLDBERGS/CONNERS											
				(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			
N 21	All	09/15/20	09/17/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$200.00	P04	2.80	NM	2	\$400.00
				»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			
<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	09/14/20-09/20/20	Thu Prime A				8-9p		---Th-----	:30	(\$200.00)	2.80	NM		
				See MG 21.2,21.3											
				[Program Change-Celebrity Fam Feud-mw]											
2	All	09/14/20-09/20/20	Thu Prime A				8-9p		---Th-----	:30	\$200.00	2.80	NM		
				Ⓜ MG for 22.1,21.1											
3	All	09/14/20-09/20/20	Thu Prime B				9-10p		---Th-----	:30	\$200.00	3.70	NM		
				Ⓜ MG for 22.1,21.1											
N 22	All	09/15/20	09/17/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$200.00	P04	3.70	NM	0	\$0.00
				HOLEY MOLEY											
				(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			
<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	09/14/20-09/20/20	Thu Prime B				9-10p		---Th-----	:30	(\$200.00)	3.70	NM		
				See MG 21.2,21.3											
				[[Program Change-Holey Moley-mw ]											
N 23	All	09/15/20	09/18/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$350.00	P03	2.80	NM	1	\$350.00
				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	\$350.00		2.80			
N 24	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											

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 Estimate: 8229  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(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			
N 25	All	09/15/20	09/19/20	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:		09/14/20	09/20/20	-----1-					1	\$90.00		4.00			
N 26	All	09/15/20	09/20/20	Good Morning America	CM		-----1	:30	1	\$110.00	P03	3.20	NM	1	\$110.00
»GOOD MORNING AMERICA -															
(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	\$110.00		3.20			
N 27	All	09/20/20	09/20/20	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:		09/14/20	09/20/20	-----1					1	\$600.00		5.10			
N 28	WHAS	09/15/20	09/15/20	Tue Prime C	CM	10-11p	-T-----	:30	1	\$200.00	P04	0.00	NM	1	\$200.00
WWYD															
		<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	-T-----					1	\$200.00		0.00			
													Totals	57	\$15,090.00