

# 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 / 08/18/20  
 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	09/27/20	47	\$8,785.00	\$7,467.25
09/28/20	09/28/20	10	\$2,500.00	\$2,125.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	47	\$8,785.00	\$7,467.25	176.90
October 2020	10	\$2,500.00	\$2,125.00	44.00
<b>Totals</b>	<b>57</b>	<b>\$11,285.00</b>	<b>\$9,592.25</b>	<b>220.90</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%	\$11,285.00
Market	100%	\$59,394.74

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$48,109.74
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	09/22/20	09/28/20	Local News @ 6a M-F	CM	6-7a	11-1---	:30	3	\$90.00	P04	3.40	NM	3	\$270.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 127. Nielsen: 1.2															

Order / Rev: 2043543  
 Alt Order #: WOC12604315  
 Flight Dates: 09/22/20 - 09/28/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY  
 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	\$90.00		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	\$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:		09/22/20	09/28/20	1-1-1--					3	\$60.00		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	\$190.00	P04	5.60	NM	4	\$760.00
				»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:		09/22/20	09/28/20	1111---					4	\$190.00		5.60			
N 7	All	09/22/20	09/28/20	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:		09/22/20	09/28/20	1-1-1--					3	\$400.00		7.00			
N 8	All	09/22/20	09/25/20	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:		09/21/20	09/27/20	-1111--					4	\$180.00		5.50			
N 9	All	09/22/20	09/25/20	Inside Ed 730-8p	CM	730-8p	-1-11--	: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:		09/21/20	09/27/20	-1-11--					3	\$180.00		5.50			
N 10	All	09/22/20	09/28/20	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:		09/22/20	09/28/20	2-----					2	\$500.00		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
				»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:		09/22/20	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	\$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:		09/21/20	09/27/20	-1111--					4	\$130.00		3.10			
N 13	All	09/22/20	09/28/20	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:		09/22/20	09/28/20	11111--					5	\$30.00		1.50			

Order / Rev: 2043543  
 Alt Order #: WOC12604315  
 Flight Dates: 09/22/20 - 09/28/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY  
 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
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			\$30.00		1.50			
N 15	All	09/22/20	09/22/20	Tue Prime Other	CM	8-11p	-1-----	:30	1	\$350.00	P04	3.80	NM	1	\$350.00
				BACHELORETTE											
				(Program: BACHELORETTE)505 Index: 107. 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:		09/21/20	09/27/20	-1-----			1			\$350.00		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		Tue Prime Other	8-11p		-T-----	:30		<del>(\$350.00)</del>		3.80	NM		
See MG 15.2															
2	All	09/21/20-09/27/20		Tue Prime B	9-10p		-T-----	:30		\$350.00		3.80	NM		
Ⓜ MG for 15.1 09/22															
N 16	All	09/22/20	09/23/20	Wed Prime A	CM	8-9p	--1----	:30	1	\$500.00	P04	3.20	NM	1	\$500.00
				GOLDBERGS/BLACKISH											
				(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:		09/21/20	09/27/20	--1----			1			\$500.00		3.20			
N 17	All	09/22/20	09/23/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$450.00	P04	3.50	NM	1	\$450.00
				»STUMPTOWN - P4											
				(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			\$450.00		3.50			
N 18	All	09/22/20	09/24/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$600.00	P04	4.90	NM	1	\$600.00
				GREYS ANATOMY											
				(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			\$600.00		4.90			
N 19	All	09/22/20	09/24/20	Thu Prime C	CM	10-11p	---1---	:30	1	\$450.00	P04	3.00	NM	1	\$450.00
				MILLION LITTLE THINGS											
				(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			\$450.00		3.00			
N 20	All	09/22/20	09/25/20	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:		09/21/20	09/27/20	----1--			1			\$225.00		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	\$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:		09/21/20	09/27/20	-----1-			1			\$60.00		4.00			
N 23	All	09/22/20	09/27/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$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:		09/21/20	09/27/20	-----1			1			\$60.00		3.20			
N 24	All	09/22/20	09/27/20	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:		09/21/20	09/27/20	-----1			1			\$400.00		5.10			

Order / Rev: 2043543  
 Alt Order #: WOC12604315  
 Flight Dates: 09/22/20 - 09/28/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY  
 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: 09/21/20	09/27/20	-----1					1	\$400.00		5.10			
N25	All	09/22/20	09/27/20	Sun Prime C Millionaire	CM	9-10p	-----1	:30	1	\$400.00	P04	3.80	NM	1	\$400.00
(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	\$400.00		3.80			
N26	All	09/22/20	09/27/20	Sun Prime D »THE ROOKIE - P4	CM	10-11p	-----1	:30	1	\$400.00	P04	2.90	NM	1	\$400.00
(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	\$400.00		2.90			
													Totals	57	\$11,285.00