

# ORDER

**Orders**  
**Order / Rev:** 2043559  
**Alt Order #:** WOC12604336  
**Product Desc:** MMCCO  
**Estimate:** 8231  
**Flight Dates:** 09/29/20 - 10/05/20  
**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
09/28/20	10/05/20	53	\$10,240.00	\$8,704.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	53	\$10,240.00	\$8,704.00	205.00
<b>Totals</b>	<b>53</b>	<b>\$10,240.00</b>	<b>\$8,704.00</b>	<b>205.00</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%	\$10,240.00
Market	100%	\$53,894.74

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$43,654.74
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	09/29/20	10/05/20	Local News @ 5a M-F	CM	5-6a	1-1-1--	:30	3	\$40.00	P04	2.20	NM	3	\$120.00
(Program: »WHAS11 WAKE UP NEWS @ 5A - P4)505 Index: 131. Nielsen: 0.9 »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: 09/29/20   10/05/20   1-1-1--   3   \$40.00   2.20															

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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:		09/29/20	10/05/20	1-1-1--					3	\$40.00		2.20			
N 2	All	09/29/20	10/02/20	Local News @ 6a M-F	CM	6-7a	-11-1--	:30	3	\$90.00	P04	3.30	NM	3	\$270.00
				»WHAS11 WAKE UP NEWS @											
				(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 125. 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:		09/28/20	10/04/20	-11-1--					3	\$90.00		3.30			
N 3	All	09/29/20	10/05/20	Good Morning America	CM	7-9a	1--11--	:30	3	\$110.00	P04	3.70	NM	3	\$330.00
				»GOOD MORNING AMERICA -											
				(Program: »GOOD MORNING AMERICA - P4)505 Index: 107. 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:		09/29/20	10/05/20	1--11--					3	\$110.00		3.70			
N 4	All	09/29/20	10/05/20	Local News @ 12p M-F	CM	12-1p	1-11---	:30	3	\$60.00	P04	2.70	NM	3	\$180.00
				»WHAS11 NEWS AT NOON - P											
				(Program: »WHAS11 NEWS AT NOON - P4)505 Index: 120. 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:		09/29/20	10/05/20	1-11---					3	\$60.00		2.70			
N 5	All	09/29/20	10/02/20	Local News @ 4p M-F	CM	4-5p	-1111--	:30	4	\$60.00	P04	3.00	NM	4	\$240.00
				»WHAS11 NEWS @ 4P - P4											
				(Program: »WHAS11 NEWS @ 4P - P4)505 Index: 123. 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:		09/28/20	10/04/20	-1111--					4	\$60.00		3.00			
N 6	All	09/29/20	10/05/20	Local News @ 5p M-F	CM	5-530p	1-11---	:30	3	\$170.00	P04	4.30	NM	3	\$510.00
				»WHAS11 NEWS @ 530P - P4											
				(Program: »WHAS11 NEWS @ 530P - P4)505 Index: 115. 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:		09/29/20	10/05/20	1-11---					3	\$170.00		4.30			
N 7	All	09/29/20	10/02/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$190.00	P04	5.50	NM	3	\$570.00
				»WHAS11 NEWS @ 6 & 630p											
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 114. 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:		09/28/20	10/04/20	-1-11--					3	\$190.00		5.50			
N 8	All	09/29/20	10/02/20	ABC World News	CM	630-7p	-1-11--	:30	3	\$400.00	P04	6.70	NM	3	\$1,200.00
				»ABC World News - P4											
				(Program: »ABC World News - P4)505 Index: 110. 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:		09/28/20	10/04/20	-1-11--					3	\$400.00		6.70			
N 9	All	09/29/20	10/05/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$180.00	P04	5.30	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:		09/29/20	10/05/20	1-111--					4	\$180.00		5.30			
N 10	All	09/29/20	10/05/20	Inside Ed 730-8p	CM	730-8p	1--11--	:30	3	\$180.00	P04	5.30	NM	3	\$540.00
				»INSIDE EDITION - P4											
				(Program: »INSIDE EDITION - P4)505 Index: 106. 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:		09/29/20	10/05/20	1--11--					3	\$180.00		5.30			
N 11	All	09/29/20	10/05/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$500.00	P04	5.70	NM	1	\$500.00
				»DANCING WITH THE STARS											
				(Program: »DANCING WITH THE STARS - P4)505 Index: 109. 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:		09/29/20	10/05/20	1-----					1	\$500.00		5.70			
N 12	All	09/29/20	10/05/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$600.00	P04	4.30	NM	1	\$600.00
				»THE GOOD DOCTOR - P4											
				(Program: »THE GOOD DOCTOR - P4)505 Index: 111. 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:		09/29/20	10/05/20	1-----					1	\$600.00		4.30			
N 13	All	09/29/20	10/02/20	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: 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:		09/29/20	10/02/20	-1111--					4	\$130.00		3.10			

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N 14	All	09/29/20	10/02/20	Jimmy Kimmel	CM	1135p-1237a	- 1111--	:30	4	\$30.00	P04	1.60	NM	4	\$120.00	
»JIMMY KIMMEL LIVE - P4 (Program: »JIMMY KIMMEL LIVE - P4)505 Index: 109. 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:		09/28/20	10/04/20	- 1111--			4			\$130.00			3.10			
N 15	All	09/29/20	09/29/20	Tue Prime Other	CM	8-11p	- 1-----	:30	1	\$350.00	P04	4.20	NM	1	\$350.00	
BACHELORETTE (Program: BACHELORETTE)505 Index: 104. 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:		09/28/20	10/04/20	- 1-----			1			\$350.00			4.20			
N 16	All	09/29/20	09/30/20	Wed Prime A	CM	8-9p	-- 1----	:30	1	\$500.00	P04	3.60	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:		09/28/20	10/04/20	-- 1----			1			\$500.00			3.60			
N 17	All	09/29/20	10/01/20	Thu Prime B	CM	9-10p	--- 1---	:30	1	\$600.00	P04	4.10	NM	1	\$600.00	
Greys Anatomy (Program: Greys Anatomy)505 Index: 106. 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:		09/28/20	10/04/20	--- 1---			1			\$600.00			4.10			
N 18	All	09/29/20	10/02/20	Fri Prime A	CM	8-9p	---- 1--	:30	1	\$350.00	P04	2.60	NM	1	\$350.00	
Shark Tank (Program: Shark Tank)505 Index: 106. 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:		09/28/20	10/04/20	---- 1--			1			\$350.00			2.60			
N 19	All	09/29/20	10/02/20	Fri Prime Other	CM	8-11p	---- 1--	:30	1	\$350.00	P04	2.90	NM	1	\$350.00	
»20/20 - P4 (Program: »20/20 - P4)505 Index: 106. 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:		09/28/20	10/04/20	---- 1--			1			\$350.00			2.90			
N 20	All	09/29/20	10/03/20	Local News @ 9a Sa	CM	9-930a	----- 1-	:30	1	\$60.00	P04	4.40	NM	1	\$60.00	
»WAKE UP WEEKEND 9-10A - (Program: »WAKE UP WEEKEND 9-10A - P4)505 Index: 117. 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:		09/28/20	10/04/20	----- 1-			1			\$60.00			4.40			
N 21	All	09/29/20	10/04/20	Good Morning America	CM	8:00 AM-9:00 AM	----- 1	:30	1	\$60.00	P04	3.00	NM	1	\$60.00	
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »GOOD MORNING AMERICA - P4)505 Index: 108. 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:		09/28/20	10/04/20	----- 1			1			\$60.00			3.00			
N 22	All	09/29/20	10/04/20	Sun Prime A	CM	7-8p	----- 1	:30	1	\$400.00	P04	5.70	NM	1	\$400.00	
»FUNNIEST HOME VIDEOS - F (Program: »FUNNIEST HOME VIDEOS - P4)505 Index: 132. 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:		09/28/20	10/04/20	----- 1			1			\$400.00			5.70			
N 23	All	09/29/20	10/04/20	Sun Prime B	CM	8-9p	----- 1	:30	1	\$350.00	P04	5.40	NM	1	\$350.00	
Supermarket Sweep (Program: Supermarket Sweep)505 Index: 125. 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:		09/28/20	10/04/20	----- 1			1			\$350.00			5.40			
N 24	All	09/29/20	10/04/20	Sun Prime C	CM	9-10p	----- 1	:30	1	\$400.00	P04	3.20	NM	1	\$400.00	
Millionaire (Program: Millionaire)505 Index: 103. 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:		09/28/20	10/04/20	----- 1			1			\$400.00			3.20			
N 25	All	09/29/20	10/04/20	Sun Prime D	CM	10-11p	----- 1	:30	1	\$400.00	P04	2.80	NM	1	\$400.00	
»THE ROOKIE - P4 (Program: »THE ROOKIE - P4)505 Index: 112. 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:		09/28/20	10/04/20	----- 1			1			\$400.00			2.80			

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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: 09/28/20	10/04/20	-----1	1	\$400.00	2.80								
													Totals	53	\$10,240.00