

# ORDER

**Orders**  
**Order / Rev:** 2043824  
**Alt Order #:** WOC12604390  
**Product Desc:** MMCCO  
**Estimate:** 8235  
**Flight Dates:** 10/27/20 - 11/03/20  
**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
10/26/20	11/03/20	54	\$10,270.00	\$8,729.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	54	\$10,270.00	\$8,729.50	206.60
<b>Totals</b>	<b>54</b>	<b>\$10,270.00</b>	<b>\$8,729.50</b>	<b>206.60</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%	\$10,270.00
Market	100%	\$54,052.63

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$43,782.63
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	10/27/20	11/02/20	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 Start Date: 10/27/20 End Date: 11/02/20 Weekdays: 1-1-1-- Spots/Week: 3 Rate: \$40.00 Rating: 2.20															

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 Estimate: 8235  
**WHAS**

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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: 10/27/20	11/02/20	1-1-1--		3				\$40.00		2.20			
N 2	All	10/27/20	11/03/20	Local News @ 6a M-F »WHAS11 WAKE UP NEWS @	CM	6-7a	-11----	:30	2	\$90.00	P04	3.30	NM	3	\$270.00
		(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: 10/27/20	11/02/20	-11----		2				\$90.00		3.30			
		Week: 11/03/20	11/09/20	-1-----		1				\$90.00		3.30			
N 3	All	10/27/20	11/03/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	---11--	:30	2	\$110.00	P04	3.70	NM	3	\$330.00
		(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: 10/27/20	11/02/20	---11--		2				\$110.00		3.70			
		Week: 11/03/20	11/09/20	-1-----		1				\$110.00		3.70			
N 4	All	10/27/20	11/02/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P	CM	12-1p	1-1-1--	:30	3	\$60.00	P04	2.70	NM	3	\$180.00
		(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: 10/27/20	11/02/20	1-1-1--		3				\$60.00		2.70			
N 5	All	10/27/20	11/02/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P - P4	CM	4-5p	111-1--	:30	4	\$60.00	P04	3.00	NM	4	\$240.00
		(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: 10/27/20	11/02/20	111-1--		4				\$60.00		3.00			
N 6	All	10/27/20	11/02/20	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	1-11---	:30	3	\$170.00	P04	4.30	NM	3	\$510.00
		(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: 10/27/20	11/02/20	1-11---		3				\$170.00		4.30			
N 7	All	10/27/20	10/30/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p	CM	6-630p	-1-11--	:30	3	\$190.00	P04	5.50	NM	3	\$570.00
		(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: 10/26/20	11/01/20	-1-11--		3				\$190.00		5.50			
N 8	All	10/27/20	11/02/20	ABC World News »ABC World News - P4	CM	630-7p	11--1--	:30	3	\$400.00	P04	6.70	NM	3	\$1,200.00
		(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: 10/27/20	11/02/20	11--1--		3				\$400.00		6.70			
N 9	All	10/27/20	11/02/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	1-111--	:30	4	\$180.00	P04	5.30	NM	4	\$720.00
		(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: 10/27/20	11/02/20	1-111--		4				\$180.00		5.30			
N 10	All	10/27/20	11/02/20	Inside Ed 730-8p »INSIDE EDITION - P4	CM	730-8p	1--11--	:30	3	\$180.00	P04	5.30	NM	3	\$540.00
		(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: 10/27/20	11/02/20	1--11--		3				\$180.00		5.30			
N 11	All	10/27/20	11/02/20	Mon Prime Other »DANCING WITH THE STARS	CM	8-11p	1-----	:30	1	\$500.00	P04	5.70	NM	1	\$500.00
		(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: 10/27/20	11/02/20	1-----		1				\$500.00		5.70			
N 12	All	10/27/20	11/02/20	Mon Prime C »THE GOOD DOCTOR - P4	CM	10-11p	1-----	:30	1	\$600.00	P04	4.30	NM	1	\$600.00
		(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: 10/27/20	11/02/20	1-----		1				\$600.00		4.30			
N 13	All	10/27/20	10/30/20	Local News @ 11p M-F »WHAS11 NEWS AT 11 M-F/SL	CM	11-1135p	-1111--	:30	4	\$130.00	P04	3.10	NM	4	\$520.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(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:		10/26/20	11/01/20	-1111--					4	\$130.00		3.10			
N14	All	10/27/20	11/02/20	Jimmy Kimmel »JIMMY KIMMEL LIVE - P4	CM	1135p-1237a	11111--	:30	5	\$30.00	P04	1.60	NM	5	\$150.00
(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:		10/27/20	11/02/20	11111--					5	\$30.00		1.60			
N15	All	10/27/20	10/27/20	Tue Prime Other BACHELORETTE	CM	8-11p	-1-----	:30	1	\$350.00	P04	4.20	NM	1	\$350.00
(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:		10/26/20	11/01/20	-1-----					1	\$350.00		4.20			
N16	All	10/27/20	10/28/20	Wed Prime A GOLDBERGS/BLACKISH	CM	8-9p	--1----	:30	1	\$500.00	P04	3.60	NM	1	\$500.00
(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:		10/26/20	11/01/20	--1----					1	\$500.00		3.60			
N17	All	10/27/20	10/29/20	Thu Prime B Greys Anatomy	CM	9-10p	---1---	:30	1	\$600.00	P04	4.10	NM	1	\$600.00
(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:		10/26/20	11/01/20	---1---					1	\$600.00		4.10			
N18	All	10/27/20	10/30/20	Fri Prime A Shark Tank	CM	8-9p	----1--	:30	1	\$350.00	P04	2.60	NM	1	\$350.00
(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:		10/26/20	11/01/20	----1--					1	\$350.00		2.60			
N19	All	10/27/20	10/30/20	Fri Prime Other »20/20 - P4	CM	8-11p	----1--	:30	1	\$350.00	P04	2.90	NM	1	\$350.00
(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:		10/26/20	11/01/20	----1--					1	\$350.00		2.90			
N20	All	10/27/20	10/31/20	Local News @ 9a Sa »WAKE UP WEEKEND 9-10A -	CM	9-930a	-----1-	:30	1	\$60.00	P04	4.40	NM	1	\$60.00
(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:		10/26/20	11/01/20	-----1-					1	\$60.00		4.40			
N21	All	10/27/20	11/01/20	Good Morning America »GOOD MORNING AMERICA - (8:00 AM-9:00 AM)	CM	8:00 AM-9:00 AM	-----1	:30	1	\$60.00	P04	3.00	NM	1	\$60.00
(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:		10/26/20	11/01/20	-----1					1	\$60.00		3.00			
N22	All	10/27/20	11/01/20	Sun Prime A »FUNNIEST HOME VIDEOS - F	CM	7-8p	-----1	:30	1	\$400.00	P04	5.70	NM	1	\$400.00
(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:		10/26/20	11/01/20	-----1					1	\$400.00		5.70			
N23	All	10/27/20	11/01/20	Sun Prime B Supermarket Sweep	CM	8-9p	-----1	:30	1	\$350.00	P04	5.40	NM	1	\$350.00
(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:		10/26/20	11/01/20	-----1					1	\$350.00		5.40			
N24	All	10/27/20	11/01/20	Sun Prime C Millionaire	CM	9-10p	-----1	:30	1	\$400.00	P04	3.20	NM	1	\$400.00
(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:		10/26/20	11/01/20	-----1					1	\$400.00		3.20			
N25	All	10/27/20	11/01/20	Sun Prime D »THE ROOKIE - P4	CM	10-11p	-----1	:30	1	\$400.00	P04	2.80	NM	1	\$400.00
(Program: »THE ROOKIE - P4)505 Index: 112. Nielsen: 2.8															

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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: 10/26/20	11/01/20	-----1	1	\$400.00	2.80								
													Totals	54	\$10,270.00