

ORDER

Orders
Order / Rev: 2045446
Alt Order #: WOC12608321
Product Desc: MMCCO
Estimate: 8277
Flight Dates: 07/21/20 - 07/27/20
Original Date / Rev: 07/20/20 / 07/23/20
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
06/29/20	07/26/20	35	\$14,775.00	\$12,558.75
07/27/20	07/27/20	6	\$2,850.00	\$2,422.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	35	\$14,775.00	\$12,558.75	131.30
August 2020	6	\$2,850.00	\$2,422.50	23.20
Totals	41	\$17,625.00	\$14,981.25	154.50

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	23%	\$17,625.00
Market	100%	\$76,630.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	77%	\$59,005.43
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	07/21/20	07/27/20	Local News @ 5a M-F	CM	5-6a	-- 11---	:30	2	\$125.00	P01	2.10	NM	2	\$250.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 5A - Rate)505 Index: 127. Nielsen: 0.6															

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N 2	All	07/21/20	07/27/20	Local News @ 6a M-F	CM	6-7a	1-1-1--	:30	3	\$225.00	P02	2.90	NM	3	\$675.00	
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A - Rate)505 Index: 122. Nielsen: 0.8																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/21/20	07/27/20	--11---			2			\$125.00			2.10			
N 3	All	07/21/20	07/27/20	Good Morning America	CM	7-9a	1-11---	:30	3	\$375.00	P02	3.50	NM	3	\$1,125.00	
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - Rate)505 Index: 111. 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:		07/21/20	07/27/20	1-1-1--			3			\$225.00			2.90			
N 4	All	07/21/20	07/24/20	Local News @ 12p M-F	CM	12-1p	-11-1--	:30	3	\$125.00	P02	2.80	NM	3	\$375.00	
»WHAS11 NEWS AT NOON - R (Program: »WHAS11 NEWS AT NOON - Rate)505 Index: 118. Nielsen: 1.0																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/20/20	07/26/20	-11-1--			3			\$125.00			2.80			
N 5	All	07/21/20	07/27/20	Local News @ 530p M-F	CM	530-6p	1-1-1--	:30	3	\$450.00	P02	4.90	NM	3	\$1,350.00	
»WHAS11 NEWS @ 530P - Rat (Program: »WHAS11 NEWS @ 530P - Rate)505 Index: 118. Nielsen: 2.0																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/21/20	07/27/20	1-1-1--			3			\$450.00			4.90			
N 6	All	07/21/20	07/24/20	Local News @ 6p M-F	CM	6-630p	-11-1--	:30	3	\$500.00	P02	6.00	NM	3	\$1,500.00	
»WHAS11 NEWS @ 6 & 630p (Program: »WHAS11 NEWS @ 6 & 630p Su-F - Rate)505 Index: 117. Nielsen: 2.4																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/20/20	07/26/20	-11-1--			3			\$500.00			6.00			
N 7	All	07/21/20	07/27/20	ET 7-730p	CM	7-730p	1111---	:30	4	\$500.00	P02	5.30	NM	4	\$2,000.00	
»ENTERTAINMENT TONIGHT (Program: »ENTERTAINMENT TONIGHT - Rate)505 Index: 109. Nielsen: 1.8																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/21/20	07/27/20	1111---			4			\$500.00			5.30			
N 8	All	07/21/20	07/27/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$1,200.00	P02	5.00	NM	1	\$1,200.00	
Greatest Bachelor (Program: Greatest Bachelor)505 Index: 106. Nielsen: 3.3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/21/20	07/27/20	1-----			1			\$1,200.00			5.00			
N 9	All	07/21/20	07/27/20	Jimmy Kimmel	CM	1135p-1237a	1-111--	:30	4	\$100.00	P02	1.60	NM	4	\$400.00	
Jimmy Kimmel (Program: »JIMMY KIMMEL LIVE - Rate)505 Index: 109. Nielsen: 0.5																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/21/20	07/27/20	1-111--			4			\$100.00			1.60			
N 10	All	07/21/20	07/21/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$825.00	P02	3.70	NM	1	\$825.00	
Modern Fam (Program: Modern Fam)505 Index: 112. Nielsen: 1.8																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/20/20	07/26/20	-1-----			1			\$825.00			3.70			
N 11	All	07/21/20	07/22/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$675.00	P02	3.90	NM	1	\$675.00	
GOLDBERGS/CONNORS (Program: Connors)505 Index: 120. 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:		07/20/20	07/26/20	--1----			1			\$675.00			3.90			
N 12	All	07/21/20	07/22/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$675.00	P02	3.40	NM	1	\$675.00	
Marvels (Program: Marvels)505 Index: 121. 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:		07/20/20	07/26/20	--1----			1			\$675.00			3.40			
N 13	All	07/21/20	07/23/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$450.00	P02	3.20	NM	1	\$450.00	
»HOLEY MOLEY - Rate (Program: »HOLEY MOLEY - Rate)505 Index: 110. 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:		07/21/20	07/27/20	---1---			1			\$450.00			3.20			

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N14	All	07/21/20	07/24/20	Fri Prime A	CM	8-9p	----1--	:30	1	\$525.00	P02	2.20	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	---1---		1				\$450.00		3.20			
		(Program: Shark Tank)505 Index: 109. Nielsen: 0.7													
N15	All	07/21/20	07/24/20	Fri Prime Other	CM	8-11p	----2--	:30	2	\$600.00	P02	3.10	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	----1--		1				\$525.00		2.20			
		(Program: »20/20 - Rate)505 Index: 115. Nielsen: 1.0													
N16	All	07/21/20	07/25/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$125.00	P02	3.30	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1-		1				\$125.00		3.30			
		(Program: »GOOD MORNING AMERICA - Rate)505 Index: 109. Nielsen: 1.1													
N17	All	07/21/20	07/25/20	Local News @ 11p Sa	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$225.00	P02	3.20	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1-		1				\$225.00		3.20			
		(Program: »WHAS11 NEWS AT 11 SAT - Rate)505 Index: 108. Nielsen: 1.0													
N18	All	07/21/20	07/26/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$175.00	P02	3.40	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1		1				\$175.00		3.40			
		(Program: »GOOD MORNING AMERICA - Rate)505 Index: 115. Nielsen: 1.4													
N19	All	07/21/20	07/26/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$675.00	P02	5.50	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1		1				\$675.00		5.50			
		(Program: »FUNNIEST HOME VIDEOS - Rate)505 Index: 127. Nielsen: 2.2													
N20	All	07/21/20	07/26/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,275.00	P02	7.20	NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1		1				\$1,275.00		7.20			
		(Program: »CELEBRITY FAMILY FEUD - Rate)505 Index: 122. Nielsen: 2.7													
N21	All	07/21/20	07/26/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$900.00	P02	6.20	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1		1				\$900.00		6.20			
		(Program: Press Your Luck)505 Index: 121. Nielsen: 2.8													
N22	All	07/21/20	07/26/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$900.00	P02	3.90	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	-----1		1				\$900.00		3.90			
		(Program: »TO TELL THE TRUTH - Rate)505 Index: 114. Nielsen: 2.4													
N23	WHAS	07/21/20	07/27/20	The View	CM	11-12p	----1--	:30	1	\$125.00	P02	2.10	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/20	07/27/20	----1--		1				\$125.00		2.10			
		(Program: »WHAS11 WAKE UP NEWS @ 5A - Rate)505 Index: 127. Nielsen: 0.6													
													Totals	41	\$17,625.00