

ORDER

Orders
Order / Rev: 2048361
Alt Order #: WOC12615118
Product Desc: MMCCO
Estimate: 8335
Flight Dates: 07/28/20 - 08/03/20
Original Date / Rev: 07/27/20 / 07/27/20
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
07/27/20	08/03/20	41	\$18,200.00	\$15,470.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	41	\$18,200.00	\$15,470.00	135.00
Totals	41	\$18,200.00	\$15,470.00	135.00

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	24%	\$18,200.00
Market	100%	\$75,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$758.33
WAVE	17%	\$12,891.67
WBKI	2%	\$1,516.67
WBNA	0%	\$0.00
WDRB	25%	\$18,958.33
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	31%	\$23,508.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	07/28/20	08/03/20	Local News @ 5a M-F	CM	5-6a	1-11---	:30	3	\$125.00	P01	2.10	NM	3	\$375.00
(Program: »WHAS11 WAKE UP NEWS @ 5A - Rate)505 Index: 127. Nielsen: 0.6 »WHAS11 WAKE UP NEWS @ Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/28/20 08/03/20 1-11--- 3 \$125.00 2.10															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	07/28/20	08/03/20	Local News @ 6a M-F	CM	6-7a	1-1-1--	:30	3	\$175.00	P02	2.90	NM	3	\$525.00
»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:		07/28/20	08/03/20	1-11---			3			\$125.00			2.10		
N 3	All	07/28/20	08/03/20	Good Morning America	CM	7-9a	1-11---	:30	3	\$300.00	P03	3.50	NM	3	\$900.00
»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:		07/28/20	08/03/20	1-1-1--			3			\$175.00			2.90		
N 4	All	07/28/20	08/01/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$125.00	P02	3.30	NM	1	\$125.00
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - Rate)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:		07/27/20	08/02/20	-----1-			1			\$125.00			3.30		
N 5	All	07/28/20	08/02/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$175.00	P02	3.40	NM	1	\$175.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »GOOD MORNING AMERICA - Rate)505 Index: 115. 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:		07/27/20	08/02/20	-----1			1			\$175.00			3.40		
N 6	All	07/28/20	08/03/20	Local News @ 12p M-F	CM	12-1p	111-1--	:30	4	\$200.00	P01	2.80	NM	4	\$800.00
»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:		07/28/20	08/03/20	111-1--			4			\$200.00			2.80		
N 7	All	07/28/20	08/03/20	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:		07/28/20	08/03/20	1-1-1--			3			\$450.00			4.90		
N 8	All	07/28/20	07/31/20	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:		07/27/20	08/02/20	-11-1--			3			\$500.00			6.00		
N 9	All	07/28/20	08/03/20	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:		07/28/20	08/03/20	1111---			4			\$500.00			5.30		
N 10	All	07/28/20	07/28/20	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:		07/27/20	08/02/20	-1-----			1			\$825.00			3.70		
N 11	All	07/28/20	07/29/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$675.00	P02	3.90	NM	1	\$675.00
The Connors/American HF (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:		07/27/20	08/02/20	--1----			1			\$675.00			3.90		
N 12	All	07/28/20	07/29/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$975.00	P01	3.40	NM	1	\$975.00
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:		07/27/20	08/02/20	--1----			1			\$975.00			3.40		
N 13	All	07/28/20	07/30/20	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:		07/28/20	08/03/20	---1---			1			\$450.00			3.20		

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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:		07/27/20	08/02/20	--- 1---		1				\$450.00		3.20			
N14	All	07/28/20	07/31/20	Fri Prime A	CM	8-9p	---- 1--	:30	1	\$1,200.00	P01	2.20	NM	1	\$1,200.00
				Shark Tank											
				(Program: Shark Tank)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:		07/27/20	08/02/20	---- 1--		1				\$1,200.00		2.20			
N15	All	07/28/20	07/31/20	Fri Prime Other	CM	8-11p	---- 2--	:30	2	\$825.00	P02	3.10	NM	2	\$1,650.00
				»20/20 - Rate											
				(Program: »20/20 - Rate)505 Index: 115. 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:		07/27/20	08/02/20	---- 2--		2				\$825.00		3.10			
N16	All	07/28/20	08/02/20	Sun Prime A	CM	7-8p	----- 1	:30	1	\$900.00	P02	5.50	NM	1	\$900.00
				»FUNNIEST HOME VIDEOS - F											
				(Program: »FUNNIEST HOME VIDEOS - Rate)505 Index: 127. Nielsen: 2.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	----- 1		1				\$900.00		5.50			
N20	All	07/28/20	08/01/20	Local News @ 11p Sa	CM	11:00 PM-11:30 PM	PI----- 1-	:30	1	\$200.00	P03	3.20	NM	1	\$200.00
				»WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)											
				(Program: »WHAS11 NEWS AT 11 SAT - Rate)505 Index: 108. 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:		07/27/20	08/02/20	----- 1-		1				\$200.00		3.20			
N21	All	07/28/20	08/03/20	Jimmy Kimmel DB*	CM	1205-107a	1- 111--	:30	4	\$125.00	P01	1.60	NM	4	\$500.00
				»JIMMY KIMMEL LIVE - Rate											
				(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:		07/28/20	08/03/20	1- 111--		4				\$125.00		1.60			
N22	WHAS	07/28/20	08/02/20	NBA Prime Game	CM	7-10p	----- S	:30	1	\$1,500.00	P01	0.00	NM	1	\$1,500.00
				NBA Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	----- S		1				\$1,500.00		0.00			
N23	WHAS	07/28/20	08/02/20	NCIS NO 1205-105a Su	CM	1205-105a	----- S	:30	1	\$75.00	P02	0.00	NM	1	\$75.00
				NCIS NO 1205-105a Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	----- S		1				\$75.00		0.00			
N24	WHAS	07/28/20	08/02/20	NBA DT Game 2	CM	Various	----- S	:30	1	\$1,500.00	P01	0.00	NM	1	\$1,500.00
				NBA DT Game 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/27/20	08/02/20	----- S		1				\$1,500.00		0.00			
													Totals	41	\$18,200.00