

# ORDER

**Orders**  
**Order / Rev:** 2054003  
 Alt Order #: WOC12627888  
 Product Desc: MMCCO  
 Estimate: 8459  
 Flight Dates: 08/19/20 - 08/25/20  
 Original Date / Rev: 08/07/20 / 08/25/20  
 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 / M  
 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	08/25/20	39	\$13,625.00	\$11,581.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	39	\$13,625.00	\$11,581.25	132.50
<b>Totals</b>	<b>39</b>	<b>\$13,625.00</b>	<b>\$11,581.25</b>	<b>132.50</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	22%	\$13,625.00
Market	100%	\$61,931.82

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$48,306.82
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	08/19/20	08/25/20	Local News @ 6a M-F	CM	6-7a	11-1---	:30	3	\$175.00	P02	3.30	NM	3	\$525.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)505 Index: 131. Nielsen: 0.7 Start Date: 08/19/20 End Date: 08/25/20 Weekdays: 11-1--- Spots/Week: 3 Rate: \$175.00 Rating: 3.30															

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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	08/19/20	08/21/20	Good Morning America	CM	7-9a	--111--	:30	3	\$300.00	P03	4.00	NM	3	\$900.00
»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)505 Index: 113. 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:		08/19/20	08/25/20	11-1---					3	\$175.00		3.30			
N 3	All	08/19/20	08/22/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$125.00	P02	3.40	NM	1	\$125.00
»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)505 Index: 112. 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:		08/17/20	08/23/20	--111--					3	\$300.00		4.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/17/20	08/23/20	-----1-					1	\$125.00		3.40			
N 4	All	08/19/20	08/23/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$175.00	P02	3.50	NM	1	\$175.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »GOOD MORNING AMERICA)505 Index: 112. 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:		08/17/20	08/23/20	-----1					1	\$175.00		3.50			
N 5	All	08/19/20	08/24/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$200.00	P01	2.80	NM	2	\$400.00
»WHAS11 NEWS AT NOON (Program: »WHAS11 NEWS AT NOON)505 Index: 123. 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:		08/19/20	08/25/20	1-1-1--					3	\$200.00		2.80			
<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>		
3	All	08/19/20-08/25/20		Local News @ 12p M-F			12-1p		M-W-F----	:30	<del>(\$200.00)</del>	2.80	NM		
Credited															
[cr]															
N 6	All	08/19/20	08/25/20	Local News @ 4p M-F	CM	4:30 PM-4:58 PM	-1-11--	:30	3	\$200.00	P01	3.20	NM	4	\$675.00
»WHAS11 NEWS @ 4P (4:30 PM-4:58 PM) (Program: »WHAS11 NEWS @ 4P)505 Index: 120. 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:		08/19/20	08/25/20	-1-11--					3	\$200.00		3.20			
<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	08/19/20-08/25/20		Local News @ 4p M-F			4:30 PM-4:58 PM		4-30 PM-4:58 P-T-ThF----	:30	<del>(\$200.00)</del>	3.20	NM		
See MG 6.4,6.5															
[Recon Preempt-DNA-TIME RESTRAINTS CUT]															
4	All	08/19/20-08/25/20		Good Morning America Su	8-9a				-----Su	:30	\$175.00	0.00	NM		
Ⓜ MG for 6.1 08/20															
[Approved rate revision and 4p news]															
5	All	08/19/20-08/25/20		ROS EM (Su) 6-8a	6-8a				-----Su	:30	\$100.00	0.00	NM		
Ⓜ MG for 6.1 08/20															
[Approved rate revision and 4p news]															
N 7	All	08/19/20	08/24/20	Local News @ 530p M-F	CM	530-6p	1-1-1--	:30	3	\$450.00	P02	5.10	NM	3	\$1,350.00
»WHAS11 NEWS @ 530P (Program: »WHAS11 NEWS @ 530P)505 Index: 122. 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:		08/19/20	08/25/20	1-1-1--					3	\$450.00		5.10			
N 8	All	08/19/20	08/25/20	Local News @ 6p M-F	CM	6-630p	11-1--	:30	3	\$500.00	P02	6.20	NM	3	\$1,500.00
»WHAS11 NEWS @ 6 & 630p (Program: »WHAS11 NEWS @ 6 & 630p Su-F)505 Index: 118. Nielsen: 2.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/20	08/25/20	11-1--					3	\$500.00		6.20			
N 9	All	08/19/20	08/25/20	Inside Ed 730-8p	CM	730-8p	111----	:30	3	\$500.00	P02	5.30	NM	3	\$1,500.00
»INSIDE EDITION (Program: »INSIDE EDITION)505 Index: 109. 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:		08/19/20	08/25/20	111----					3	\$500.00		5.30			
N 10	All	08/19/20	08/25/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$825.00	P02	4.10	NM	1	\$825.00
»MODERN FAMILY/MODERN F (Program: »MODERN FAMILY/MODERN FAMILY)505 Index: 102. 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:		08/19/20	08/25/20	-1-----					1	\$825.00		4.10			

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N11	All	08/19/20	08/19/20	Wed Prime B »THE CONNERS/AMERICAN H	CM	9-10p	--1----	:30	1	\$700.00	P02	3.60	NM	1	\$700.00
(Program: »THE CONNERS/AMERICAN HOUSEWIFE)505 Index: 123. 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:		08/17/20	08/23/20	--1----					1	\$700.00		3.60			
N12	All	08/19/20	08/20/20	Thu Prime A »HOLEY MOLEY II: THE SEQU	CM	8-9p	---1---	:30	1	\$600.00	P02	3.10	NM	1	\$600.00
(Program: »HOLEY MOLEY II: THE SEQUEL)505 Index: 116. 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:		08/17/20	08/23/20	---1---					1	\$600.00		3.10			
N13	All	08/19/20	08/22/20	Sat Prime A »AMER FUNNIEST HOME VIDI	CM	8-9p	-----1-	:30	1	\$350.00	P02	6.20	NM	0	\$0.00
(Program: »AMER FUNNIEST HOME VIDEOS SAT)505 Index: 124. 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:		08/17/20	08/23/20	-----1-					1	\$350.00		6.20			
<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	08/17/20-08/23/20	Sat Prime A		8-9p		-----Sa--	:30		<del>(\$350.00)</del>		6.20	NM		
See MG 14.2,14.3,14.4,14.5 [Program Change-NBA Prime-mw]															
N14	All	08/19/20	08/22/20	Sat Prime B »SHARK TANK SAT	CM	9-10p	-----1-	:30	1	\$350.00	P03	2.50	NM	4	\$700.00
(Program: »SHARK TANK SAT)505 Index: 107. 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:		08/17/20	08/23/20	-----1-					1	\$350.00		2.50			
<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	08/17/20-08/23/20	Sat Prime B		9-10p		-----Sa--	:30		<del>(\$350.00)</del>		2.50	NM		
See MG 14.2,14.3,14.4,14.5 [Program Change-NBA Prime-mw]															
2	All	08/17/20-08/23/20	WNBA		3:00 PM-5:00 PM		-----Sa--	:30		\$300.00		0.00	NM		
Ⓜ MG for 13.1,14.1 [Approved 8/13]															
3	All	08/17/20-08/23/20	WNBA		3:00 PM-5:00 PM		-----Sa--	:30		\$300.00		0.00	NM		
Ⓜ MG for 13.1,14.1 [Approved 8/13]															
4	All	08/19/20-08/23/20	Nightline		1237-106a		--W-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 13.1,14.1 [Approved 8/13]															
5	All	08/17/20-08/23/20	Nightline		1237-106a		---Th-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 13.1,14.1 [Approved 8/13]															
N15	All	08/19/20	08/23/20	Sun Prime A »AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$900.00	P02	6.20	NM	1	\$900.00
(Program: »AMERICA'S FUNNIEST HOME VIDEOS)505 Index: 124. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/17/20	08/23/20	-----1					1	\$900.00		6.20			
N16	All	08/19/20	08/23/20	Sun Prime B »CELEBRITY FAMILY FEUD SI	CM	8-9p	-----1	:30	1	\$1,275.00	P02	6.80	NM	1	\$1,200.00
(Program: »CELEBRITY FAMILY FEUD SUN)505 Index: 123. Nielsen: 3.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/17/20	08/23/20	-----1					1	\$1,275.00		6.80			
<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	08/17/20-08/23/20	Sun Prime B		8-9p		-----Su	:30		\$1,200.00		6.80	NM		
N17	All	08/19/20	08/25/20	Local News @ 11p M-F »WHAS11 NEWS AT 11 M-F	CM	11-1135p	-1-11--	:30	3	\$325.00	P03	3.40	NM	3	\$975.00
(Program: »WHAS11 NEWS AT 11 M-F)505 Index: 113. 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:		08/19/20	08/25/20	-1-11--					3	\$325.00		3.40			
N18	All	08/19/20	08/24/20	Jimmy Kimmel »JIMMY KIMMEL LIVE	CM	1135p-1237a	1-1-1--	:30	3	\$125.00	P01	1.70	NM	3	\$375.00
(Program: »JIMMY KIMMEL LIVE)505 Index: 116. Nielsen: 0.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/20	08/24/20	1-1-1--					3	\$125.00		1.70			

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**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: 08/19/20	08/25/20	1-1-1--		3				\$125.00		1.70			
N19	WHAS	08/25/20	08/25/20	Local News @ 12p M-F CM		12-1p	-1-----	:30	1	\$200.00	P01	2.80	NM	1	\$200.00
				»WHAS11 NEWS AT NOON											
				(Program: »WHAS11 NEWS AT NOON)505 Index: 123. 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: 08/19/20	08/25/20	-1-----		1				\$200.00		2.80			
													Totals	39	\$13,625.00