

ORDER

Orders
Order / Rev: 2054413
Alt Order #: Manual
Product Desc:
Estimate: 8465
Flight Dates: 09/02/20 - 09/07/20
Original Date / Rev: 08/07/20 / 08/18/20
Order Type: RFP

WHAS
Primary AE: Ben Stecker
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: Brady David
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
08/31/20	09/07/20	44	\$10,720.00	\$9,112.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	44	\$10,720.00	\$9,112.00	0.00
Totals	44	\$10,720.00	\$9,112.00	0.00

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	22%	\$10,720.00
Market	100%	\$48,727.27

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$38,007.27
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	WHAS	09/02/20	09/03/20	Local News @ 6a M-F	CM	6-7a	--WT---	:30	2	\$175.00	P03	0.00	NM	2	\$350.00
				Local News @ 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$175.00		0.00			

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Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: WHAS
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$175.00		0.00			
N 2	WHAS	09/04/20	09/04/20	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$80.00	P04	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$80.00		0.00			
N 3	WHAS	09/04/20	09/07/20	Good Morning America Good Morning America	CM	7-9a	M--F--	:30	2	\$110.00	P04	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$110.00		0.00			
		Week: 09/07/20	09/13/20	M-----		1				\$110.00		0.00			
N 4	WHAS	09/03/20	09/03/20	Good Morning America Good Morning America	CM	7-9a	---T---	:30	1	\$300.00	P03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	---T---		1				\$300.00		0.00			
N 5	WHAS	09/05/20	09/05/20	Local News @ 9a Sa Local News @ 9a Sa	CM	9-930a	-----S-	:30	1	\$50.00	P04	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	-----S-		1				\$50.00		0.00			
N 6	WHAS	09/06/20	09/06/20	Good Morning America \$M Good Morning America Su	CM	8-9a	-----S	:30	1	\$50.00	P04	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	-----S		1				\$50.00		0.00			
N 7	WHAS	09/07/20	09/07/20	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	M-----	:30	1	\$50.00	P04	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	M-----		1				\$50.00		0.00			
N 8	WHAS	09/02/20	09/02/20	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	--W----	:30	1	\$200.00	P01	0.00	NM	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: 08/31/20	09/06/20	--W----		1				\$200.00		0.00			
N 9	WHAS	09/04/20	09/04/20	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	----F--	:30	1	\$50.00	P04	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$50.00		0.00			
N 10	WHAS	09/02/20	09/03/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4:30 PM-4:58 PM (4:30 PM-4:58 PM)	--WT---	:30	2	\$200.00	P02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$200.00		0.00			
N 11	WHAS	09/04/20	09/04/20	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	----F--	:30	1	\$60.00	P04	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$60.00		0.00			
N 12	WHAS	09/02/20	09/03/20	Local News @ 530p M-FCM Local News @ 530p M-F	CM	530-6p	--WT---	:30	2	\$450.00	P02	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$450.00		0.00			
N 13	WHAS	09/04/20	09/04/20	Local News @ 530p M-FCM Local News @ 530p M-F	CM	530-6p	----F--	:30	1	\$170.00	P04	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$170.00		0.00			
N 14	WHAS	09/02/20	09/03/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	--WT---	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$500.00		0.00			
N 15	WHAS	09/07/20	09/07/20	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M-----	:30	1	\$175.00	P04	0.00	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: 09/07/20	09/13/20	M-----		1				\$175.00		0.00			

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Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: **WHAS**
 Estimate: 8465

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WHAS	09/04/20	09/07/20	ABC World News ABC World News	CM	630-7p	M--F--	:30	2	\$400.00	P04	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$400.00		0.00			
		Week: 09/07/20	09/13/20	M-----		1				\$400.00		0.00			
N 17	WHAS	09/02/20	09/02/20	ABC World News ABC World News	CM	630-7p	--W----	:30	1	\$700.00	P03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--W----		1				\$700.00		0.00			
N 18	WHAS	09/02/20	09/03/20	ET 7-730p ET 7-730p	CM	7-730p	--WT---	:30	2	\$500.00	P02	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$500.00		0.00			
N 19	WHAS	09/04/20	09/04/20	ET 7-730p ET 7-730p	CM	7-730p	----F--	:30	1	\$180.00	P04	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$180.00		0.00			
N 20	WHAS	09/04/20	09/07/20	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	M--F--	:30	2	\$180.00	P04	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$180.00		0.00			
		Week: 09/07/20	09/13/20	M-----		1				\$180.00		0.00			
N 21	WHAS	09/03/20	09/03/20	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	---T---	:30	1	\$500.00	P02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	---T---		1				\$500.00		0.00			
N 22	WHAS	09/03/20	09/03/20	Thu Prime A Holey Moley	CM	8-9p	---T---	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	---T---		1				\$600.00		0.00			
N 23	WHAS	09/04/20	09/04/20	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$225.00	P04	0.00	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: 08/31/20	09/06/20	----F--		1				\$225.00		0.00			
N 24	WHAS	09/04/20	09/04/20	Fri Prime B 20/20	CM	9-10p	----F--	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$350.00		0.00			
	<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	WHAS	08/31/20-09/06/20	Fri Prime B		9-10p	----F--	:30		(\$350.00)		0.00	NM		
				See MG 24.2											
	2	WHAS	08/31/20-09/06/20	Fri Prime Other		8-11p	----F--	:30		\$350.00		0.00	NM		
				MG for 24.1 09/04											
N 25	WHAS	09/06/20	09/06/20	Sun Prime A Funniest Home Videos	CM	7-8p	-----S	:30	1	\$200.00	P04	0.00	NM	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: 08/31/20	09/06/20	-----S		1				\$200.00		0.00			
N 26	WHAS	09/06/20	09/06/20	Sun Prime B Celebrity Family Feud	CM	8-9p	-----S	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	-----S		1				\$600.00		0.00			
N 27	WHAS	09/02/20	09/03/20	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	--WT---	:30	2	\$325.00	P03	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	--WT---		2				\$325.00		0.00			
N 28	WHAS	09/04/20	09/04/20	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	----F--	:30	1	\$120.00	P04	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/20	09/06/20	----F--		1				\$120.00		0.00			

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N29	WHAS	09/02/20	09/03/20	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	--WT---	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/31/20	09/06/20	--WT---		2		\$125.00		0.00					
N30	WHAS	09/04/20	09/04/20	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	----F--	:30	1	\$30.00	P04	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/31/20	09/06/20	----F--		1		\$30.00		0.00					
N31	WHAS	09/04/20	09/07/20	Nightline Nightline	CM	1237-106a	M--F--	:30	2	\$20.00	P04	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/31/20	09/06/20	----F--		1		\$20.00		0.00					
		Week: 09/07/20	09/13/20	M-----		1		\$20.00		0.00					
N32	WHAS	09/02/20	09/02/20	Nightline Nightline	CM	1237-106a	--W----	:30	1	\$50.00	P02	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/31/20	09/06/20	--W----		1		\$50.00		0.00					
N33	WHAS	09/02/20	09/06/20	Castle 105-205a Su Castle 105-205a Su	CM	105-205a	-----S	:30	1	\$10.00	P04	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/31/20	09/06/20	-----S		1		\$10.00		0.00					
Totals													44	\$10,720.00	