

ORDER

Orders
Order / Rev: 1980986
Alt Order #: WOC12478348
Product Desc: MMCCO
Estimate: 7741
Flight Dates: 04/08/20 - 04/14/20
Original Date / Rev: 04/07/20 / 04/08/20
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: A18+
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
03/30/20	04/14/20	54	\$13,275.00	\$11,283.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	54	\$13,275.00	\$11,283.75	199.70
Totals	54	\$13,275.00	\$11,283.75	199.70

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	16%	\$13,275.00
Market	100%	\$82,968.75

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$69,693.75
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	04/08/20	04/13/20	Local News @ 6a M-F	CM	6-7a	1-1-1--	:30	3	\$140.00	P03	2.70	NM	3	\$420.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 103. Nielsen: 2.6142951023904555 Start Date: 04/08/20 End Date: 04/14/20 Weekdays: 1-1-1-- Spots/Week: 3 Rate: \$140.00 Rating: 2.70															

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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	04/08/20	04/14/20	Good Morning America »GOOD MORNING AMERICA	CM	7-9a	111----	:30	3	\$210.00	P04	3.70	NM	3	\$630.00
(Program: »GOOD MORNING AMERICA)511 Index: 111. Nielsen: 3.36433258036592															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	111----			3		\$210.00		3.70				
N 3	All	04/08/20	04/13/20	Great Day Live 9-10a »GREAT DAY LIVE	CM	9-10a	1-11---	:30	3	\$50.00	P03	1.20	NM	3	\$150.00
(Program: »GREAT DAY LIVE)511 Index: 115. Nielsen: 1.0792948504859101															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	1-11---			3		\$50.00		1.20				
N 4	All	04/08/20	04/14/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON	CM	12-1p	11-11--	:30	4	\$150.00	P02	2.40	NM	4	\$600.00
(Program: »WHAS11 NEWS AT NOON)511 Index: 109. Nielsen: 2.186828620308025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	11-11--			4		\$150.00		2.40				
N 5	All	04/08/20	04/14/20	GMA3 »GMA3	CM	1-2p	-11-1--	:30	3	\$100.00	P03	1.50	NM	3	\$300.00
(Program: »GMA3)511 Index: 106. Nielsen: 1.368117607469165															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	-11-1--			3		\$100.00		1.50				
N 6	All	04/08/20	04/14/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P	CM	4-5p	11111--	:30	5	\$150.00	P03	2.80	NM	5	\$750.00
(Program: »WHAS11 NEWS @ 4P)511 Index: 116. Nielsen: 2.423578660872875															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	11111--			5		\$150.00		2.80				
N 8	All	04/08/20	04/13/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 6:30p	CM	6-630p	1-111--	:30	4	\$300.00	P04	5.50	NM	4	\$1,200.00
(Program: »WHAS11 NEWS @ 6 & 6:30p Su-F)511 Index: 112. Nielsen: 4.876631165330685															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	1-111--			4		\$300.00		5.50				
N 9	All	04/08/20	04/14/20	ABC World News »ABC World News	CM	630-7p	-111---	:30	3	\$500.00	P04	6.10	NM	3	\$1,500.00
(Program: »ABC World News)511 Index: 107. Nielsen: 5.730087075933666															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	-111---			3		\$500.00		6.10				
N 10	All	04/08/20	04/13/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	1-11---	:30	3	\$350.00	P03	5.00	NM	3	\$1,050.00
(Program: »ENTERTAINMENT TONIGHT)511 Index: 105. Nielsen: 4.822950848702176															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	1-11---			3		\$350.00		5.00				
N 11	All	04/08/20	04/14/20	LN (M-Su) LN (M-Su)	CM	11-1135p	11111-1	:30	6	\$250.00	P03	3.20	NM	6	\$1,500.00
(Program: »WHAS11 NEWS AT 11 M-F/SU)511 Index: 115. Nielsen: 2.9954863074559697															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	11111-1			6		\$250.00		3.20				
N 12	All	04/08/20	04/13/20	Jimmy Kimmel DB* »JIMMY KIMMEL LIVE	CM	1205-107a	1-111--	:30	4	\$80.00	P03	1.60	NM	4	\$320.00
(Program: »JIMMY KIMMEL LIVE)511 Index: 111. Nielsen: 1.4938645445850702															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/20	04/14/20	1-111--			4		\$80.00		1.60				
N 13	All	04/08/20	04/10/20	Fri Prime Other »20/20	CM	8-11p	----1--	:30	1	\$600.00	P02	3.10	NM	1	\$600.00
(Program: »20/20)511 Index: 94. Nielsen: 3.2944515217999752															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/06/20	04/12/20	----1--			1		\$600.00		3.10				
N 14	All	04/08/20	04/11/20	Good Morning America »GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$140.00	P02	3.20	NM	1	\$140.00
(Program: »GOOD MORNING AMERICA)511 Index: 104. Nielsen: 3.0396781564360102															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/06/20	04/12/20	-----1-			1		\$140.00		3.20				
N 15	All	04/08/20	04/11/20		CM	6-630p	-----1-	:30	1	\$300.00	P04	5.00	NM	1	\$300.00

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ABC World News Sa															
ABC World News Sa															
(Program: »ABC World News SAT)511 Index: 127. Nielsen: 3.37211278480182															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1-		1				\$300.00		5.00			
N16	All	04/08/20	04/11/20	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$180.00	P03	6.00	NM	1	\$180.00
Local News @ 630p Sa															
(Program: »WHAS11 NEWS @ 6:30p)511 Index: 138. Nielsen: 4.60666177949912															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1-		1				\$180.00		6.00			
N17	All	04/08/20	04/11/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$175.00	P03	3.00	NM	1	\$175.00
»WHAS11 NEWS AT 11 SAT (11:00 PM-11:30 PM)															
(Program: »WHAS11 NEWS AT 11 SAT)511 Index: 106. Nielsen: 4.059326937627035															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1-		1				\$175.00		3.00			
N18	All	04/08/20	04/12/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$140.00	P03	3.30	NM	1	\$140.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM)															
(Program: »GOOD MORNING AMERICA)511 Index: 103. Nielsen: 3.1835289308392998															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1		1				\$140.00		3.30			
N19	All	04/08/20	04/12/20	This Week Su	CM	9-10a	-----1	:30	1	\$120.00	P04	2.30	NM	1	\$120.00
»THIS WEEK															
(Program: »THIS WEEK)511 Index: 97. Nielsen: 2.3705259287273246															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1		1				\$120.00		2.30			
N20	All	04/08/20	04/12/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$275.00	P04	6.00	NM	1	\$275.00
»WHAS11 NEWS @ 630p															
(Program: »WHAS11 NEWS @ 630p)511 Index: 106. Nielsen: 6.560556260556339															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1		1				\$275.00		6.00			
N21	All	04/08/20	04/12/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,150.00	P01	6.40	NM	1	\$1,150.00
»FUNNIEST HOME VIDEOS															
(Program: »FUNNIEST HOME VIDEOS)511 Index: 116. Nielsen: 5.466213791109851															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1		1				\$1,150.00		6.40			
N22	All	04/08/20	04/12/20	Sun Prime Other 2nd Half	CM	6-10p	-----1	:30	1	\$1,500.00	P02	7.40	NM	1	\$1,500.00
Sun Prime Other 2nd Prgm															
(Program: »AMERICAN IDOL)511 Index: 118. Nielsen: 6.249410372061965															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1		1				\$1,500.00		7.40			
N23	WHAS	04/10/20	04/10/20	The View	CM	11-12p	----1--	:30	1	\$125.00	P02	7.40	NM	1	\$125.00
The View															
(Program: »AMERICAN IDOL)511 Index: 118. Nielsen: 6.249410372061965															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	----1--		1				\$125.00		7.40			
N24	WHAS	04/10/20	04/10/20	Local News @ 5a M-F	CM	5-6a	----1--	:30	1	\$100.00	P03	7.40	NM	1	\$100.00
Local News @ 5a M-F															
(Program: »AMERICAN IDOL)511 Index: 118. Nielsen: 6.249410372061965															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	----1--		1				\$100.00		7.40			
N25	WHAS	04/12/20	04/12/20	NCIS NO 1205-105a Su	CM	1205-105a	-----1	:30	1	\$50.00	P04	7.40	NM	1	\$50.00
NCIS NO 1205-105a Su															
(Program: »AMERICAN IDOL)511 Index: 118. Nielsen: 6.249410372061965															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-----1		1				\$50.00		7.40			

Totals 54 \$13,275.00