

ORDER

Orders
Order / Rev: 2004012
Alt Order #: WOC12512605
Product Desc: MMCCO
Estimate: 7891
Flight Dates: 05/26/20 - 06/01/20
Original Date / Rev: 05/22/20 / 06/02/20
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
04/27/20	05/31/20	36	\$5,195.00	\$4,415.75
06/01/20	06/01/20	6	\$710.00	\$603.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	36	\$5,195.00	\$4,415.75	141.50
June 2020	6	\$710.00	\$603.50	20.30
Totals	42	\$5,905.00	\$5,019.25	161.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	05/26/20	06/01/20	Local News @ 6a M-F	CM	6-7a	1-111--	:30	4	\$70.00	P04	2.90	NM	4	\$280.00
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 104. 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: 05/26/20 06/01/20 1-111-- 4 \$70.00 2.90															
N 2	All	05/26/20	05/29/20	Good Morning America	CM	7-9a	-1111--	:30	4	\$100.00	P04	3.80	NM	4	\$400.00
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)511 Index: 108. 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: 05/25/20 05/31/20 -1111-- 4 \$100.00 3.80															
N 3	All	05/26/20	06/01/20	Local News @ 12p M-F	CM	12-1p	11-1---	:30	3	\$90.00	P03	2.30	NM	2	\$180.00
»WHAS11 NEWS AT NOON - P (Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. 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: 05/26/20 06/01/20 11-1--- 3 \$90.00 2.30															
<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 05/26/20-06/01/20 Local News @ 12p M-F 12-1p MT-Th----- :30 (\$90.00) 2.30 NM Credited [CR - dollars moved to est 7966]															
N 4	All	05/26/20	06/01/20	Pandemic	CM	1-2p	1-111--	:30	4	\$35.00	P04	2.60	NM	4	\$140.00
PANDEMIC NEWS															

Order / Rev: 2004012
 Alt Order #: WOC12512605
 Flight Dates: 05/26/20 - 06/01/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 7891
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: PANDEMIC NEWS)511 Index: 110. 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:		05/26/20	06/01/20	1-111--					4	\$35.00		2.60			
N 5	All	05/26/20	06/01/20	Local News @ 4p M-F	CM	4-5p	1-111--	:30	4	\$110.00	P03	2.80	NM	3	\$330.00
»WHAS11 NEWS @ 4P - P4															
(Program: »WHAS11 NEWS @ 4P - P4)511 Index: 115. 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:		05/26/20	06/01/20	1-111--					4	\$110.00		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	05/26/20-06/01/20		Local News @ 4p M-F		4-5p	M-WThF----	:30		(\$110.00)		2.80	NM		
Credited															
[CR - Moving dollars to estimate 7966]															
N 6	All	05/26/20	06/01/20	Local News @ 6p M-F	CM	6-630p	1111---	:30	4	\$325.00	P03	5.70	NM	4	\$1,300.00
»WHAS11 NEWS @ 6 & 630p -															
(Program: »WHAS11 NEWS @ 6 & 630p - P4)511 Index: 114. Nielsen: 2.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/26/20	06/01/20	1111---					4	\$325.00		5.70			
N 7	All	05/26/20	06/01/20	ABC World News	CM	630-7p	-1--1--	:30	2	\$425.00	P04	6.30	NM	2	\$850.00
»ABC World News - P4															
(Program: »ABC World News - P4)511 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:		05/26/20	06/01/20	-1--1--					2	\$425.00		6.30			
N 8	All	05/26/20	06/01/20	Local News @ 11p M-F	CM	11-1135p	11-11--	:30	4	\$100.00	P04	3.50	NM	2	\$200.00
»WHAS11 NEWS AT 11 M-F/ST															
(Program: »WHAS11 NEWS AT 11 M-F/SU - P4)511 Index: 118. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/26/20	06/01/20	11-11--					4	\$100.00		3.50			
<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>		
3	All	05/26/20-06/01/20		Local News @ 11p M-F		11-1135p	MT-ThF----	:30		(\$100.00)		3.50	NM		
Credited															
[CR - Moving dollars to estimate 7966]															
4	All	05/26/20-06/01/20		Local News @ 11p M-F		11-1135p	MT-ThF----	:30		(\$100.00)		3.50	NM		
Credited															
[CR - dollars moved to est 7966]															
N 9	All	05/26/20	06/01/20	Jimmy Kimmel	CM	1135p-1237a	1111---	:30	4	\$30.00	P04	1.70	NM	4	\$120.00
»JIMMY KIMMEL LIVE - P4															
(Program: »JIMMY KIMMEL LIVE - P4)511 Index: 115. 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:		05/26/20	06/01/20	1111---					4	\$30.00		1.70			
N 10	All	05/26/20	05/28/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$225.00	P04	4.50	NM	1	\$225.00
Millionaire															
(Program: Millionaire)511 Index: 109. Nielsen: 2.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/25/20	05/31/20	---1---					1	\$225.00		4.50			
N 11	All	05/26/20	05/30/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
»GOOD MORNING AMERICA -															
(Program: »GOOD MORNING AMERICA - P4)511 Index: 109. 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:		05/25/20	05/31/20	-----1-					1	\$50.00		3.30			
N 12	All	05/26/20	05/30/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$50.00	P04	4.90	NM	1	\$50.00
»WHAS11 NEWS @ 6:30p - P4(6:30 PM-7:00 PM)															
(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 126. 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:		05/25/20	05/31/20	-----1-					1	\$50.00		4.90			
N 13	All	05/26/20	05/31/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$180.00	P04	5.90	NM	1	\$180.00
»WHAS11 NEWS @ 630p - P4															
(Program: »WHAS11 NEWS @ 630p - P4)511 Index: 111. Nielsen: 2.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/25/20	05/31/20	-----1					1	\$180.00		5.90			
N 14	All	05/26/20	05/31/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$300.00	P04	6.80	NM	1	\$300.00
»FUNNIEST HOME VIDEOS - F															

Order / Rev: 2004012
 Alt Order #: WOC12512605
 Flight Dates: 05/26/20 - 06/01/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 7891
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: »FUNNIEST HOME VIDEOS - P4)511 Index: 123. Nielsen: 3.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/25/20	05/31/20	-----1					1	\$300.00		6.80			
N15	All	05/26/20	05/31/20	Sun Prime B Sun Prime B	CM	8-9p	-----1	:30	1	\$500.00	P04	8.00	NM	1	\$500.00
(Program: Celeb Fam Feud)511 Index: 120. Nielsen: 3.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/25/20	05/31/20	-----1					1	\$500.00		8.00			
<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	All	05/25/20-05/31/20		Sun Prime B		8-9p	-----Su	:30		(\$500.00)		8.00	NM		
See MG 15.2 [NA/Oversold-mw]															
2	All	05/25/20-05/31/20		Sun Prime C		9-10p	-----Su	:30		\$500.00		8.00	NM		
Ⓜ MG for 15.1 05/31 [Approved 5/26]															
N16	All	05/26/20	06/01/20	Inside Ed 730-8p »INSIDE EDITION - P4	CM	730-8p	11111--	:30	5	\$140.00	P04	4.60	NM	5	\$700.00
(Program: »INSIDE EDITION - P4)511 Index: 99. 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:		05/26/20	06/01/20	11111--					5	\$140.00		4.60			
N17	All	05/26/20	05/30/20	ET 7-8p Sa »ENTERTAINMENT TONIGHT	CM	7-8p	-----1-	:30	1	\$50.00	P04	2.70	NM	1	\$50.00
(Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 119. 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:		05/25/20	05/31/20	-----1-					1	\$50.00		2.70			
N18	WHAS	05/26/20	05/31/20	Good Morning America Su Good Morning America Su	CM	8-9a	-----1	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
(Program: »GOOD MORNING AMERICA - P4)511 Index: 109. 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:		05/25/20	05/31/20	-----1					1	\$50.00		3.30			
													Totals	42	\$5,905.00