

ORDER

Orders
Order / Rev: 2014783
Alt Order #: WOC12533403
Product Desc: MMCCO
Estimate: 8019
Flight Dates: 06/16/20 - 06/23/20
Original Date / Rev: 06/15/20 / 06/17/20
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
06/01/20	06/23/20	45	\$8,225.00	\$6,991.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	45	\$8,225.00	\$6,991.25	147.00
Totals	45	\$8,225.00	\$6,991.25	147.00

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	17%	\$8,225.00
Market	100%	\$48,382.35

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	83%	\$40,157.35
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	06/16/20	06/23/20	Local News @ 5a M-F	CM	5-6a	- 1- 1- - -	:30	2	\$80.00	P03	1.50	NM	3	\$240.00
(Program: »WHAS11 WAKE UP NEWS @ 5A - P4)511 Index: 100. Nielsen: 0.8 Start Date: 06/16/20 End Date: 06/22/20 Weekdays: - 1- 1- - - Spots/Week: 2 Rate: \$80.00 Rating: 1.50															

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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: 06/23/20	06/29/20	- 1 - - - -		1				\$80.00		1.50			
N 2	All	06/16/20	06/23/20	Local News @ 6a M-F »WHAS11 WAKE UP NEWS @	CM	6-7a	- 1 - 1 - -	:30	2	\$140.00	P03	2.50	NM	3	\$420.00
		(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 106. 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: 06/16/20	06/22/20	- 1 - 1 - -		2				\$140.00		2.50			
		Week: 06/23/20	06/29/20	- 1 - - - -		1				\$140.00		2.50			
N 4	All	06/16/20	06/22/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P	CM	12-1p	1 - 111 - -	:30	4	\$90.00	P03	2.50	NM	4	\$360.00
		(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: 06/16/20	06/22/20	1 - 111 - -		4				\$90.00		2.50			
N 5	All	06/16/20	06/22/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P - P4 (4:30 PM-4:58 PM)	CM	4:30 PM-4:58 PM	11111 - -	:30	5	\$110.00	P03	3.20	NM	5	\$550.00
		(Program: »WHAS11 NEWS @ 4P - P4)511 Index: 121. 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: 06/16/20	06/22/20	11111 - -		5				\$110.00		3.20			
N 6	All	06/16/20	06/22/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p -	CM	6-630p	1 - 11 - - -	:30	3	\$325.00	P03	5.70	NM	3	\$975.00
		(Program: »WHAS11 NEWS @ 6 & 630p - P4)511 Index: 113. 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: 06/16/20	06/22/20	1 - 11 - - -		3				\$325.00		5.70			
N 7	All	06/16/20	06/22/20	ABC World News »ABC World News - P4	CM	630-7p	11 - - 1 - -	:30	3	\$800.00	P03	6.90	NM	3	\$2,400.00
		(Program: »ABC World News - P4)511 Index: 115. 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: 06/16/20	06/22/20	11 - - 1 - -		3				\$800.00		6.90			
N 8	All	06/16/20	06/19/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	- 1111 - -	:30	4	\$260.00	P03	5.40	NM	4	\$1,040.00
		(Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 107. 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: 06/15/20	06/21/20	- 1111 - -		4				\$260.00		5.40			
N 9	All	06/16/20	06/22/20	Jimmy Kimmel »JIMMY KIMMEL LIVE - P4	CM	1135p-1237a	11 - 11 - -	:30	4	\$60.00	P03	1.90	NM	4	\$240.00
		(Program: »JIMMY KIMMEL LIVE - P4)511 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: 06/16/20	06/22/20	11 - 11 - -		4				\$60.00		1.90			
N 10	All	06/16/20	06/22/20	Nightline »NIGHTLINE - P4	CM	1237-106a	111 - 1 - -	:30	4	\$20.00	P04	1.40	NM	4	\$80.00
		(Program: »NIGHTLINE - P4)511 Index: 111. 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: 06/16/20	06/22/20	111 - 1 - -		4				\$20.00		1.40			
N 11	All	06/16/20	06/17/20	Wed Prime C Marvels Agents	CM	10-11p	- - 1 - - - -	:30	1	\$200.00	P04	3.30	NM	1	\$200.00
		(Program: Marvels Agents)511 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: 06/15/20	06/21/20	- - 1 - - - -		1				\$200.00		3.30			
N 12	All	06/16/20	06/19/20	Fri Prime Other »20/20 - P4	CM	8-11p	- - - - 1 - -	:30	1	\$150.00	P04	3.70	NM	1	\$150.00
		(Program: »20/20 - P4)511 Index: 104. 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: 06/15/20	06/21/20	- - - - 1 - -		1				\$150.00		3.70			
N 13	All	06/16/20	06/20/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	- - - - - 1 -	:30	1	\$90.00	P03	3.30	NM	1	\$90.00
		(Program: »GOOD MORNING AMERICA - P4)511 Index: 103. 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: 06/15/20	06/21/20	- - - - - 1 -		1				\$90.00		3.30			
N 14	All	06/16/20	06/20/20	Local News @ 630p Sa »WHAS11 NEWS @ 6:30p - P4(6:30 PM-7:00 PM)	CM	6:30 PM-7:00 PM	- - - - - 1 -	:30	1	\$80.00	P03	4.90	NM	1	\$80.00
		(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. Nielsen: 1.7													

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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:		06/15/20	06/21/20	-----1-		1				\$80.00		4.90			
N15	All	06/16/20	06/20/20	Local News @ 11p Sa	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	P04	4.00	NM	1	\$75.00
				»WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)											
				(Program: »WHAS11 NEWS AT 11 SAT - P4)511 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:		06/15/20	06/21/20	-----1-		1				\$75.00		4.00			
N16	All	06/16/20	06/21/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$325.00	P03	5.80	NM	1	\$325.00
				»WHAS11 NEWS @ 630p - P4											
				(Program: »WHAS11 NEWS @ 630p - P4)511 Index: 108. 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:		06/15/20	06/21/20	-----1		1				\$325.00		5.80			
N17	All	06/16/20	06/21/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$500.00	P03	5.70	NM	1	\$500.00
				»FUNNIEST HOME VIDEOS - F											
				(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:		06/15/20	06/21/20	-----1		1				\$500.00		5.70			
<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	06/15/20-06/21/20	Sun Prime A			7-8p	-----Su	:30		(\$500.00)		5.70	NM		
See MG 17.2															
2	All	06/15/20-06/21/20	Sun Prime B			8-9p	-----Su	:30		\$500.00		5.70	NM		
Ⓜ MG for 17.1 06/21															
[Approved 6/17]															
N18	WHAS	06/16/20	06/22/20	Local News @ 11p M-F	CM	11-1135p	11111--	:30	5	\$100.00	P04	0.00	NM	5	\$500.00
				Local News @ 11p M-F											
				(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:		06/15/20	06/21/20	-1111--		4				\$100.00		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>		
2	NHAS	06/15/20-06/21/20	Local News @ 11p M-F			11-1135p	-TWThF----	:30		(\$100.00)		0.00	NM		
See MG 18.6,18.7															
[Input Error-incorrect prgm ord-mw]															
3	WHAS	06/15/20-06/21/20	Local News @ 11p M-F			11-1135p	-TWThF----	:30		\$100.00		0.00	NM		
4	NHAS	06/15/20-06/21/20	Local News @ 11p M-F			11-1135p	-TWThF----	:30		(\$100.00)		0.00	NM		
See MG 18.6,18.7															
[Input Error-incorrect prgm ord-mw]															
6	WHAS	06/17/20-06/21/20	Local News @ 11p M-F			11-1135p	--W-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 18.2,18.4															
7	WHAS	06/15/20-06/21/20	Local News @ 11p M-F			11-1135p	-----F----	:30		\$100.00		0.00	NM		
Ⓜ MG for 18.2,18.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/22/20	06/28/20	1-----		1				\$100.00		5.70			
<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>		
5	NHAS	06/22/20-06/28/20	Local News @ 11p M-F			11-1135p	M-----	:30		(\$100.00)		5.70	NM		
See MG 18.8															
[Input Error wrong program ordered, pls remove program name/TT]															
8	WHAS	06/22/20-06/28/20	Local News @ 11p M-F			11-1135p	M-----	:30		\$100.00		5.70	NM		
Ⓜ MG for 18.5 06/22															
Totals													45	\$8,225.00	