

ORDER

Orders
Order / Rev: 2064087
Alt Order #: WOC12652061
Product Desc: MMCCO
Estimate: 8765
Flight Dates: 09/01/20 - 09/03/20
Original Date / Rev: 08/31/20 / 08/31/20
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
08/31/20	09/03/20	19	\$6,075.00	\$5,163.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	19	\$6,075.00	\$5,163.75	65.70
Totals	19	\$6,075.00	\$5,163.75	65.70

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	18%	\$6,075.00
Market	100%	\$33,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$27,675.00
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	09/01/20	09/03/20	Local News @ 6a M-F	CM	6-7a	-- 11---	:30	2	\$175.00	P02	3.40	NM	2	\$350.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 127. Nielsen: 1.2 Start Date: 08/31/20 End Date: 09/06/20 Weekdays: -- 11--- Spots/Week: 2 Rate: \$175.00 Rating: 3.40															

Order / Rev: 2064087
 Alt Order #: WOC12652061
 Flight Dates: 09/01/20 - 09/03/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8765
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	09/01/20	09/03/20	Good Morning America	CM	7-9a	- 1- 1- - -	:30	2	\$300.00	P02	3.80	NM	2	\$600.00
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)505 Index: 110. 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:		08/31/20	09/06/20	-- 11- - -			2			\$175.00			3.40		
N 3	All	09/01/20	09/03/20	Local News @ 4p M-F	CM	4-5p	- - 11- - -	:30	2	\$200.00	P02	3.00	NM	2	\$400.00
»WHAS11 NEWS @ 4P - (Program: »WHAS11 NEWS @ 4P - P4)505 Index: 119. 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:		08/31/20	09/06/20	- 1- 1- - -			2			\$300.00			3.80		
N 4	All	09/01/20	09/03/20	Local News @ 530p M-F	CM	530-6p	- - 11- - -	:30	2	\$450.00	P02	4.60	NM	2	\$900.00
»WHAS11 NEWS @ 530P - (Program: »WHAS11 NEWS @ 530P - P4)505 Index: 117. Nielsen: 2.1															
		<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	-- 11- - -			2			\$450.00			4.60		
N 5	All	09/01/20	09/02/20	Local News @ 6p M-F	CM	6-630p	- 11- - - -	:30	2	\$500.00	P02	5.60	NM	2	\$1,000.00
»WHAS11 NEWS @ 6 & 630p (Program: »WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 115. Nielsen: 3.1															
		<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	- 11- - - -			2			\$500.00			5.60		
N 6	All	09/01/20	09/03/20	ET 7-730p	CM	7-730p	- - 11- - -	:30	2	\$500.00	P02	5.50	NM	2	\$1,000.00
»ENTERTAINMENT TONIGHT - (Program: »ENTERTAINMENT TONIGHT - P4)505 Index: 108. Nielsen: 2.8															
		<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	- - 11- - -			2			\$500.00			5.50		
N 8	All	09/01/20	09/01/20	NBA Playoffs Prime Game	CM	Various	- 1- - - - -	:30	1	\$825.00	P02	2.70	NM	1	\$825.00
NBA Playoffs Prime (Program: Marvels)505 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:		08/31/20	09/06/20	- 1- - - - -			1			\$825.00			2.70		
N 9	All	09/01/20	09/03/20	Local News @ 11p M-F	CM	11-1135p	- - 11- - -	:30	2	\$325.00	P02	3.10	NM	2	\$650.00
Local News @ 11p M-F (Program: »WHAS11 NEWS AT 11 M-F/SU - P4)505 Index: 104. 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:		08/31/20	09/06/20	- - 11- - -			2			\$325.00			3.10		
N 10	All	09/01/20	09/03/20	Jimmy Kimmel	CM	11:35 PM-12:05 XM	- - 11- - -	:30	2	\$125.00	P02	1.50	NM	2	\$250.00
»JIMMY KIMMEL LIVE - (Program: »JIMMY KIMMEL LIVE - P4)505 Index: 106. 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:		08/31/20	09/06/20	- - 11- - -			2			\$125.00			1.50		
N 11	All	09/01/20	09/02/20	Nightline	CM	12:06 XM-12:35 XM	- 11- - - -	:30	2	\$50.00	P02	1.00	NM	2	\$100.00
»NIGHTLINE - (Program: »NIGHTLINE - P4)505 Index: 109. Nielsen: 0.4															
		<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	- 11- - - -			2			\$50.00			1.00		
													Totals	19	\$6,075.00