

# ORDER

**Orders**  
**Order / Rev:** 2054004  
**Alt Order #:** WOC12627911  
**Product Desc:** MMCCO  
**Estimate:** 8462  
**Flight Dates:** 08/26/20 - 09/01/20  
**Original Date / Rev:** 08/07/20 / 08/27/20  
**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
07/27/20	08/30/20	25	\$9,975.00	\$8,478.75
08/31/20	09/01/20	11	\$3,650.00	\$3,102.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	25	\$9,975.00	\$8,478.75	98.60
September 2020	11	\$3,650.00	\$3,102.50	45.80
<b>Totals</b>	<b>36</b>	<b>\$13,625.00</b>	<b>\$11,581.25</b>	<b>144.40</b>

**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%	\$13,625.00
Market	100%	\$61,931.82

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$48,306.82
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	08/26/20	09/01/20	Local News @ 6a M-F	CM	6-7a	11-1---	:30	3	\$175.00	P03	3.30	NM	3	\$525.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 6A)505 Index: 131. Nielsen: 0.7															

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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	08/26/20	08/28/20	Good Morning America	CM	7-9a	--111--	:30	3	\$300.00	P03	4.00	NM	3	\$900.00
»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)505 Index: 113. 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:		08/26/20	09/01/20	11-1---					3	\$175.00		3.30			
N 3	All	08/26/20	08/29/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$125.00	P02	3.40	NM	1	\$125.00
»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)505 Index: 112. 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:		08/24/20	08/30/20	--111--					3	\$300.00		4.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1-					1	\$125.00		3.40			
N 4	All	08/26/20	08/30/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$175.00	P02	3.50	NM	1	\$175.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »GOOD MORNING AMERICA)505 Index: 112. 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:		08/24/20	08/30/20	-----1					1	\$175.00		3.50			
N 5	All	08/26/20	08/31/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$200.00	P01	2.80	NM	3	\$600.00
»WHAS11 NEWS AT NOON (Program: »WHAS11 NEWS AT NOON)505 Index: 123. 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:		08/26/20	09/01/20	1-1-1--					3	\$200.00		2.80			
N 6	All	08/26/20	09/01/20	Local News @ 4p M-F	CM	4:30 PM-4:58 PM	-1-11--	:30	3	\$200.00	P02	3.20	NM	3	\$600.00
»WHAS11 NEWS @ 4P (4:30 PM-4:58 PM) (Program: »WHAS11 NEWS @ 4P)505 Index: 120. 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:		08/26/20	09/01/20	-1-11--					3	\$200.00		3.20			
<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	08/26/20-09/01/20	Local News @ 4p M-F		4:30 PM-4:58 PM		P-T-ThF----	:30		\$200.00		3.20	NM		
2	All	08/26/20-09/01/20	Local News @ 4p M-F		4:30 PM-4:58 PM		P-T-ThF----	:30		\$200.00		3.20	NM		
N 7	All	08/26/20	08/31/20	Local News @ 530p M-F	CM	530-6p	1-1-1--	:30	3	\$450.00	P02	5.10	NM	3	\$1,350.00
»WHAS11 NEWS @ 530P (Program: »WHAS11 NEWS @ 530P)505 Index: 122. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	1-1-1--					3	\$450.00		5.10			
N 8	All	08/26/20	09/01/20	Local News @ 6p M-F	CM	6-630p	11-1---	:30	3	\$500.00	P02	6.20	NM	3	\$1,500.00
»WHAS11 NEWS @ 6 & 630p (Program: »WHAS11 NEWS @ 6 & 630p Su-F)505 Index: 118. Nielsen: 2.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	11-1---					3	\$500.00		6.20			
N 9	All	08/26/20	09/01/20	Inside Ed 730-8p	CM	730-8p	111----	:30	3	\$500.00	P02	5.30	NM	3	\$1,500.00
»INSIDE EDITION (Program: »INSIDE EDITION)505 Index: 109. Nielsen: 2.2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/26/20	09/01/20	111----					3	\$500.00		5.30			
N 10	All	08/26/20	09/01/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$825.00	P02	4.10	NM	1	\$825.00
»MODERN FAMILY/MODERN F (Program: »MODERN FAMILY/MODERN FAMILY)505 Index: 102. 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:		08/26/20	09/01/20	-1-----					1	\$825.00		4.10			
<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	08/26/20-09/01/20	Tue Prime A		8-9p		-T-----	:30		<del>(\$825.00)</del>		4.10	NM		
See MG 10.2 [Program Change-NBA Playoffs Prime-mw]															
2	All	08/26/20-09/01/20	Fri Prime Other		8-11p		-----F----	:30		\$825.00		4.10	NM		
Ⓜ MG for 10.1 09/01															
N 11	All	08/26/20	08/26/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$700.00	P02	3.60	NM	1	\$700.00
»THE CONNERS/AMERICAN F (Program: »THE CONNERS/AMERICAN HOUSEWIFE)505 Index: 123. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	--1----					1	\$700.00		3.60			

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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:		08/24/20	08/30/20	--1----		1				\$700.00		3.60			
N12	All	08/26/20	08/27/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$600.00	P02	3.10	NM	1	\$600.00
				»HOLEY MOLEY II: THE SEQU											
				(Program: »HOLEY MOLEY II: THE SEQUEL)505 Index: 116. 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:		08/24/20	08/30/20	---1---		1				\$600.00		3.10			
N13	All	08/26/20	08/29/20	Sat Prime A	CM	8-9p	-----1-	:30	1	\$350.00	P02	6.20	NM	1	\$350.00
				»AMER FUNNIEST HOME VID											
				(Program: »AMER FUNNIEST HOME VIDEOS SAT)505 Index: 124. 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:		08/24/20	08/30/20	-----1-		1				\$350.00		6.20			
N14	All	08/26/20	08/29/20	Sat Prime B	CM	9-10p	-----1-	:30	1	\$350.00	P03	2.50	NM	1	\$350.00
				»SHARK TANK SAT											
				(Program: »SHARK TANK SAT)505 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:		08/24/20	08/30/20	-----1-		1				\$350.00		2.50			
N15	All	08/26/20	08/30/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$900.00	P02	6.20	NM	1	\$900.00
				»AMERICA'S FUNNIEST HOME											
				(Program: »AMERICA'S FUNNIEST HOME VIDEOS)505 Index: 124. 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:		08/24/20	08/30/20	-----1		1				\$900.00		6.20			
N16	All	08/26/20	08/30/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,275.00	P02	6.80	NM	1	\$1,275.00
				»CELEBRITY FAMILY FEUD S											
				(Program: »CELEBRITY FAMILY FEUD SUN)505 Index: 123. Nielsen: 3.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	-----1		1				\$1,275.00		6.80			
N17	All	08/26/20	09/01/20	Local News @ 11p M-F	CM	11-1135p	-1-11--	:30	3	\$325.00	P03	3.40	NM	3	\$975.00
				»WHAS11 NEWS AT 11 M-F											
				(Program: »WHAS11 NEWS AT 11 M-F)505 Index: 113. 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:		08/26/20	09/01/20	-1-11--		3				\$325.00		3.40			
N18	All	08/26/20	08/31/20	Jimmy Kimmel	CM	1135p-1237a	1-1-1--	:30	3	\$125.00	P01	1.70	NM	3	\$375.00
				»JIMMY KIMMEL LIVE											
				(Program: »JIMMY KIMMEL LIVE)505 Index: 116. 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:		08/26/20	09/01/20	1-1-1--		3				\$125.00		1.70			
<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>		
3	All	08/26/20-09/01/20	Jimmy Kimmel			1135p-1237a	M-W-F----	:30		\$125.00		1.70	NM		

Totals 36 \$13,625.00