

ORDER

Orders
Order / Rev: 2043374
Alt Order #: WOC12604284
Product Desc: MMCCO
Estimate: 8228
Flight Dates: 09/08/20 - 09/14/20
Original Date / Rev: 07/15/20 / 09/11/20
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	09/14/20	70	\$14,520.00	\$12,342.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	70	\$14,520.00	\$12,342.00	203.40
Totals	70	\$14,520.00	\$12,342.00	203.40

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	19%	\$14,520.00
Market	100%	\$76,421.05

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$61,901.05
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	09/08/20	09/11/20	Local News @ 6a M-F	CM	6-7a	-- 111--	:30	3	\$80.00	P04	3.40	NM	3	\$240.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 127. Nielsen: 1.2 Start Date: 09/07/20 End Date: 09/13/20 Weekdays: -- 111-- Spots/Week: 3 Rate: \$80.00 Rating: 3.40															

Order / Rev: 2043374
 Alt Order #: WOC12604284
 Flight Dates: 09/08/20 - 09/14/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8228
WHAS

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:		09/07/20	09/13/20	--111--					3	\$80.00		3.40			
N 2	All	09/08/20	09/14/20	Good Morning America	CM	7-9a	11-1---	:30	3	\$110.00	P04	3.80	NM	3	\$330.00
				»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:		09/08/20	09/14/20	11-1---					3	\$110.00		3.80			
N 3	All	09/08/20	09/14/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$50.00	P04	2.70	NM	3	\$150.00
				»WHAS11 NEWS AT NOON - P											
				(Program: »WHAS11 NEWS AT NOON - P4)505 Index: 121. 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:		09/08/20	09/14/20	1-1-1--					3	\$50.00		2.70			
N 4	All	09/08/20	09/11/20	Local News @ 4p M-F	CM	4-5p	-11-1--	:30	3	\$60.00	P04	3.00	NM	3	\$180.00
				»WHAS11 NEWS @ 4P - P4											
				(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:		09/07/20	09/13/20	-11-1--					3	\$60.00		3.00			
N 5	All	09/08/20	09/10/20	Local News @ 530p M-F	CM	530-6p	-111---	:30	3	\$170.00	P04	4.60	NM	3	\$510.00
				»WHAS11 NEWS @ 530P - P4											
				(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:		09/07/20	09/13/20	-111---					3	\$170.00		4.60			
N 6	All	09/08/20	09/14/20	Local News @ 6p M-F	CM	6-630p	111----	:30	3	\$175.00	P04	5.60	NM	3	\$525.00
				»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:		09/08/20	09/14/20	111----					3	\$175.00		5.60			
N 7	All	09/08/20	09/14/20	ABC World News	CM	630-7p	1-1-1--	:30	3	\$600.00	P03	7.00	NM	3	\$1,800.00
				»ABC World News - P4											
				(Program: »ABC World News - P4)505 Index: 113. Nielsen: 3.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/20	09/14/20	1-1-1--					3	\$600.00		7.00			
N 8	All	09/08/20	09/11/20	ET 7-730p	CM	7-730p	-1111--	:30	4	\$325.00	P03	5.50	NM	4	\$1,300.00
				»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:		09/07/20	09/13/20	-1111--					4	\$325.00		5.50			
N 9	All	09/08/20	09/11/20	Inside Ed 730-8p	CM	730-8p	-1-11--	:30	3	\$325.00	P03	5.50	NM	3	\$975.00
				»INSIDE EDITION - P4											
				(Program: »INSIDE EDITION - P4)505 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:		09/07/20	09/13/20	-1-11--					3	\$325.00		5.50			
N 10	All	09/08/20	09/14/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$500.00	P04	3.50	NM	1	\$500.00
				BACHELOR GREATEST EVER											
				(Program: »BACH IN PARADISE - P4)505 Index: 99. 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:		09/08/20	09/14/20	1-----					1	\$500.00		3.50			
N 11	All	09/08/20	09/11/20	Local News @ 11p M-F	CM	11-1135p	-1111--	:30	4	\$120.00	P04	3.10	NM	4	\$480.00
				»WHAS11 NEWS AT 11 M-F/SU											
				(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:		09/07/20	09/13/20	-1111--					4	\$120.00		3.10			
N 12	All	09/08/20	09/14/20	Jimmy Kimmel	CM	1135p-1237a	11111--	:30	5	\$60.00	P03	1.50	NM	5	\$300.00
				»JIMMY KIMMEL LIVE - P4											
				(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:		09/08/20	09/14/20	11111--					5	\$60.00		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:		09/08/20	09/14/20	11111--					5	\$60.00		1.50				
<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	09/08/20-09/14/20		Jimmy Kimmel					1135p-1237a	MTWThF----	:30	(\$60.00)	1.50	NM		
See MG 12.6 [NA/Oversold-mw]																
6	All	09/08/20-09/14/20		Jimmy Kimmel					1135p-1237a	---Th-----	:30	\$60.00	1.50	NM		
Ⓜ MG for 12.3 09/10																
N13	All	09/08/20	09/14/20	Nightline	CM	1237-106a	11111--	:30	5	\$20.00	P04	1.00	NM	5	\$100.00	
»NIGHTLINE - P4 (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:		09/08/20	09/14/20	11111--					5	\$20.00		1.00				
N14	All	09/08/20	09/08/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$400.00	P03	4.20	NM	1	\$400.00	
Modern Family (Program: Modern Family)505 Index: 107. 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:		09/07/20	09/13/20	-1-----					1	\$400.00		4.20				
N15	All	09/08/20	09/08/20	Tue Prime C	CM	10-11p	-1-----	:30	1	\$200.00	P04	2.30	NM	1	\$200.00	
WWYD? (Program: WWYD?)505 Index: 101. 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:		09/07/20	09/13/20	-1-----					1	\$200.00		2.30				
N16	All	09/08/20	09/09/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$450.00	P03	2.80	NM	1	\$450.00	
Connors/Amer House (Program: Connors/Amer House)505 Index: 104. 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:		09/07/20	09/13/20	--1----					1	\$450.00		2.80				
N17	All	09/08/20	09/09/20	Wed Prime C	CM	10-11p	--1----	:30	1	\$250.00	P04	2.70	NM	1	\$250.00	
GOLDBERGS/ CONNERS (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:		09/07/20	09/13/20	--1----					1	\$250.00		2.70				
N18	All	09/08/20	09/10/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$200.00	P04	2.80	NM	1	\$200.00	
»HOLEY MOLEY - P4 (Program: »HOLEY MOLEY - P4)505 Index: 120. 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:		09/07/20	09/13/20	---1---					1	\$200.00		2.80				
N19	All	09/08/20	09/10/20	Thu Prime B	CM	9-10p	---1---	:30	1	\$200.00	P04	3.70	NM	1	\$200.00	
DONT (Program: DONT)505 Index: 105. Nielsen: 2.9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/07/20	09/13/20	---1---					1	\$200.00		3.70				
<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	09/07/20-09/13/20		Thu Prime B					9-10p	---Th-----	:30	(\$200.00)	3.70	NM		
See MG 19.2 [Program Chang-Holey Molley-mw]																
2	All	09/07/20-09/13/20		Thu Prime B					9-10p	---Th-----	:30	\$200.00	3.70	NM		
Ⓜ MG for 19.1 09/10																
N21	All	09/08/20	09/11/20	Fri Prime Other	CM	9:00 PM-11:00 PM	----1--	:30	1	\$350.00	P04	3.40	NM	1	\$350.00	
20/20 (Program: »20/20 - P4)505 Index: 110. 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:		09/07/20	09/13/20	----1--					1	\$350.00		3.40				
N22	All	09/08/20	09/12/20	Local News @ 9a Sa	CM	9-930a	-----1-	:30	1	\$50.00	P04	4.00	NM	1	\$50.00	
»WAKE UP WEEKEND 9-10A - (Program: »WAKE UP WEEKEND 9-10A - P4)505 Index: 116. 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:		09/07/20	09/13/20	-----1-					1	\$50.00		4.00				
N23	All	09/08/20	09/13/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$110.00	P03	3.20	NM	1	\$110.00	
»GOOD MORNING AMERICA (8:00 AM-9:00 AM)																

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: »GOOD MORNING AMERICA - 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:		09/07/20	09/13/20	-----1					1	\$110.00		3.20			
N24	All	09/08/20	09/13/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$600.00	P03	5.10	NM	1	\$600.00
»FUNNIEST HOME VIDEOS - F															
(Program: »FUNNIEST HOME VIDEOS - P4)505 Index: 135. Nielsen: 3.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	-----1					1	\$600.00		5.10			
N25	All	09/08/20	09/13/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$850.00	P03	5.40	NM	1	\$850.00
»CELEBRITY FAMILY FEUD - F															
(Program: »CELEBRITY FAMILY FEUD - P4)505 Index: 119. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	-----1					1	\$850.00		5.40			
N26	All	09/08/20	09/13/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$450.00	P03	3.90	NM	1	\$450.00
PRESS YOUR LUCK															
(Program: PRESS YOUR LUCK)505 Index: 121. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	-----1					1	\$450.00		3.90			
N27	All	09/08/20	09/13/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$300.00	P04	2.70	NM	1	\$300.00
MATCH GAME															
(Program: MATCH GAME)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:		09/07/20	09/13/20	-----1					1	\$300.00		2.70			
N28	WHAS	09/11/20	09/11/20	Fri Prime A	CM	8-9p	----F--	:30	1	\$350.00	P03	0.00	NM	1	\$350.00
9/11 DAY WE CAME TOGETHE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	----F--					1	\$350.00		0.00			
N29	WHAS	09/09/20	09/14/20	Good Morning America	CM	7-9a	M-WTF--	:30	4	\$110.00	P04	0.00	NM	4	\$440.00
Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	--WTF--					3	\$110.00		0.00			
Week:		09/14/20	09/20/20	M-----					1	\$110.00		0.00			
N30	WHAS	09/12/20	09/12/20	Good Morning America Sa	CM	7-9a	-----S-	:30	1	\$90.00	P03	0.00	NM	1	\$90.00
Good Morning America Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	-----S-					1	\$90.00		0.00			
N31	WHAS	09/08/20	09/14/20	Local News @ 5p M-F	CM	5-530p	M-WTF--	:30	4	\$150.00	P04	0.00	NM	4	\$600.00
Local News @ 5p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	--WTF--					3	\$150.00		0.00			
Week:		09/14/20	09/20/20	M-----					1	\$150.00		0.00			
N32	WHAS	09/11/20	09/14/20	Local News @ 530p M-F	CM	530-6p	M--F--	:30	2	\$170.00	P04	0.00	NM	2	\$340.00
Local News @ 530p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	----F--					1	\$170.00		0.00			
Week:		09/14/20	09/20/20	M-----					1	\$170.00		0.00			
N33	WHAS	09/14/20	09/14/20	Mon Prime A	CM	8-9p	M-----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
DANCING W/ THE STARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/20	09/20/20	M-----					1	\$500.00		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>		
1	WHAS	09/14/20-09/20/20	Mon Prime A			8-9p	M-----	:30		(\$500.00)		0.00	NM		
See MG 33.2															
[Program Change-DWTS/Mon Prime Oth-mw]															
2	WHAS	09/14/20-09/20/20	Mon Prime Other			8-11p	M-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 33.1 09/14															
N34	WHAS	09/09/20	09/09/20	Wed Prime A	CM	8-9p	--W----	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
GOLDBERGS/BLACKISH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/20	09/13/20	--W----					1	\$400.00		0.00			

Order / Rev: 2043374
 Alt Order #: WOC12604284
 Flight Dates: 09/08/20 - 09/14/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8228

WHAS

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: 09/07/20	09/13/20	--W----	1	\$400.00	0.00								
													Totals	70	\$14,520.00