

ORDER

Orders
Order / Rev: 1961358
Alt Order #: WOC12429648
Product Desc: 508/629/7710
Estimate: 7710
Flight Dates: 03/21/20 - 03/30/20
Original Date / Rev: 03/20/20 / 03/20/20
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: A18+
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
02/24/20	03/29/20	33	\$9,085.00	\$7,722.25
03/30/20	03/30/20	5	\$1,055.00	\$896.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	33	\$9,085.00	\$7,722.25	146.97
April 2020	5	\$1,055.00	\$896.75	19.21
Totals	38	\$10,140.00	\$8,619.00	166.18

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	03/28/20	03/28/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$140.00	P04	3.90	NM	1	\$140.00
				»GOOD MORNING AMERICA											
				(Program: »GOOD MORNING AMERICA)511 Index: 112. Nielsen: 3.515693002191705											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		03/23/20	03/29/20	-----1-			1		\$140.00			3.90			
N 2	All	03/21/20	03/27/20	Local News @ 4p M-F	CM	4-5p	-11-1--	:30	3	\$150.00	P04	3.80	NM	3	\$450.00
				»WHAS11 NEWS @ 4P											
				(Program: »WHAS11 NEWS @ 4P)511 Index: 121. Nielsen: 3.1080690793109866											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		03/21/20	03/27/20	-11-1--			3		\$150.00			3.80			
N 3	All	03/21/20	03/26/20	Local News @ 6p M-F	CM	6-630p	1-11---	:30	3	\$300.00	P04	7.20	NM	3	\$900.00
				»WHAS11 NEWS @ 6p											
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F)511 Index: 123. Nielsen: 5.796095468014288											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		03/21/20	03/27/20	1-11---			3		\$300.00			7.20			
N 4	All	03/21/20	03/30/20	Jimmy Kimmel	CM	1135p-1237a	1-1-1--	:30	3	\$80.00	P04	1.80	NM	4	\$320.00
				»JIMMY KIMMEL LIVE											
				(Program: »JIMMY KIMMEL LIVE)511 Index: 107. Nielsen: 1.639438885881905											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		03/21/20	03/27/20	1-1-1--			3		\$80.00			1.80			
Week:		03/28/20	04/03/20	1-----			1		\$80.00			1.80			

Order / Rev: 1961358
 Alt Order #: WOC12429648
 Flight Dates: 03/21/20 - 03/30/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: 508/629/7710
 Estimate: 7710
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	All	03/21/20	03/30/20	Local News @ 530p M-FCM »WHAS11 NEWS @ 530P	CM	530-6p	11--1--	:30	3	\$275.00	P04	5.90	NM	4	\$1,100.00
(Program: »WHAS11 NEWS @ 530P)511 Index: 126. Nielsen: 4.6652451218266275															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	11--1--					3	\$275.00		5.90			
Week:		03/28/20	04/03/20	1-----					1	\$275.00		5.90			
N 6	All	03/21/20	03/30/20	Local News @ 12p M-F CM »WHAS11 NEWS AT NOON	CM	12-1p	-1111--	:30	4	\$150.00	P04	3.00	NM	5	\$750.00
(Program: »WHAS11 NEWS AT NOON)511 Index: 109. Nielsen: 2.7159587710528434															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	-1111--					4	\$150.00		3.00			
Week:		03/28/20	04/03/20	1-----					1	\$150.00		3.00			
N 7	All	03/21/20	03/26/20	Local News @ 6a M-F CM »WHAS11 WAKE UP NEWS @	CM	6-7a	1-11---	:30	3	\$160.00	P04	3.10	NM	3	\$480.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 101. Nielsen: 3.1030200467577544															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1-11---					3	\$160.00		3.10			
N 8	All	03/21/20	03/30/20	LN (M-Su) Late News	CM	11-1135p	-111---	:30	3	\$250.00	P04	4.41	NM	4	\$1,000.00
(Program: Late News)511 Index: 120. Nielsen: 4.486576676237578															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	-111---					3	\$250.00		4.41			
Week:		03/28/20	04/03/20	1-----					1	\$250.00		4.41			
N 9	All	03/21/20	03/27/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	1-111--	:30	4	\$400.00	P04	5.76	NM	4	\$1,600.00
(Program: »ENTERTAINMENT TONIGHT)511 Index: 106. Nielsen: 5.583573197580772															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1-111--					4	\$400.00		5.76			
N 10	All	03/21/20	03/30/20	Good Morning America CM »GOOD MORNING AMERICA	CM	7-9a	1-1----	:30	2	\$300.00	P04	4.10	NM	3	\$900.00
(Program: »GOOD MORNING AMERICA)511 Index: 106. Nielsen: 3.913786969817421															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	1-1----					2	\$300.00		4.10			
Week:		03/28/20	04/03/20	1-----					1	\$300.00		4.10			
N 11	All	03/21/20	03/29/20	Sun Prime A »FUNNIEST HOME VIDEOS	CM	7-8p	-----1	:30	1	\$600.00	P04	6.40	NM	2	\$1,200.00
(Program: »FUNNIEST HOME VIDEOS)511 Index: 133. Nielsen: 4.790662656972044															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	-----1					1	\$600.00		6.40			
Week:		03/28/20	04/03/20	-----1					1	\$600.00		6.40			
N 12	All	03/21/20	03/27/20	Fri Prime Other »20/20	CM	8-11p	----1--	:30	1	\$600.00	P04	4.10	NM	1	\$600.00
(Program: »20/20)511 Index: 103. Nielsen: 4.023546964366085															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	----1--					1	\$600.00		4.10			
N 13	All	03/21/20	03/26/20	Thu Prime C »A MILLION LITTLE THINGS	CM	10-11p	---1---	:30	1	\$700.00	P04	4.30	NM	1	\$700.00
(Program: »A MILLION LITTLE THINGS)511 Index: 107. Nielsen: 4.043782897249774															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/20	03/27/20	---1---					1	\$700.00		4.30			
Totals													38	\$10,140.00	