

# ORDER

**Orders**  
**Order / Rev:** 1992972  
**Alt Order #:** WOC12494651  
**Product Desc:** MMCCO  
**Estimate:** 7776  
**Flight Dates:** 05/01/20 - 05/07/20  
**Original Date / Rev:** 04/30/20 / 04/30/20  
**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
04/27/20	05/07/20	44	\$11,620.00	\$9,877.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	44	\$11,620.00	\$9,877.00	168.30
<b>Totals</b>	<b>44</b>	<b>\$11,620.00</b>	<b>\$9,877.00</b>	<b>168.30</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	19%	\$11,620.00
Market	100%	\$61,157.89

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$49,537.89
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	05/01/20	05/06/20	Local News @ 6a M-F	CM	6-7a	-- 1- 1--	:30	2	\$140.00	P03	2.90	NM	2	\$280.00
(Program: »»WHAS11 WAKE UP NEWS @ 6A)FRZ »»WHAS11 WAKE UP NEWS €															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/20	05/07/20	-- 1- 1--		2				\$140.00		2.90			

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 Estimate: 7776  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	05/01/20	05/07/20	Good Morning America »»GOOD MORNING AMERICA	CM	7-9a	1-11---	:30	3	\$210.00	P04	3.80	NM	3	\$630.00
(Program: »»GOOD MORNING AMERICA)FRZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/20	05/07/20	1-11---	3	\$210.00	3.80								
N 3	All	05/01/20	05/07/20	Local News @ 12p M-F »»WHAS11 NEWS AT NOON	CM	12-1p	2--2---	:30	4	\$150.00	P02	2.30	NM	4	\$600.00
(Program: »»WHAS11 NEWS AT NOON)FRZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/20	05/07/20	2--2---	4	\$150.00	2.30								
N 4	All	05/01/20	05/05/20	Local News @ 4p M-F »»WHAS11 NEWS @ 4P	CM	4-5p	-2--1--	:30	3	\$150.00	P03	2.80	NM	3	\$450.00
(Program: »»WHAS11 NEWS @ 4P)FRZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/20	05/07/20	-2--1--	3	\$150.00	2.80								
N 6	All	05/01/20	05/07/20	Local News @ 6p M-F »»WHAS11 NEWS @ 6 & 630p Su-F	CM	6-630p	-1-1---	:30	2	\$300.00	P04	5.70	NM	2	\$600.00
(Program: »»WHAS11 NEWS @ 6 & 630p Su-F)FRZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/20	05/07/20	-1-1---	2	\$300.00	5.70								
N 7	All	05/01/20	05/07/20	ABC World News »»ABC World News	CM	630-7p	11111--	:30	5	\$500.00	P04	6.30	NM	5	\$2,500.00
(Program: »»ABC World News)511 Index: 106. 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:		05/01/20	05/07/20	11111--	5	\$500.00	6.30								
N 8	All	05/01/20	05/06/20	ET 7-730p »»ENTERTAINMENT TONIGHT	CM	7-730p	1-1-1--	:30	3	\$400.00	P02	5.00	NM	3	\$1,200.00
(Program: »»ENTERTAINMENT TONIGHT)511 Index: 102. 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:		05/01/20	05/07/20	1-1-1--	3	\$400.00	5.00								
N 9	All	05/01/20	05/07/20	Inside Ed 730-8p »»INSIDE EDITION	CM	730-8p	-1-11--	:30	3	\$400.00	P02	4.60	NM	3	\$1,200.00
(Program: »»INSIDE EDITION)511 Index: 99. 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:		05/01/20	05/07/20	-1-11--	3	\$400.00	4.60								
N 10	All	05/01/20	05/06/20	Local News @ 11p M-F »»WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	--1-1--	:30	2	\$250.00	P04	3.50	NM	2	\$500.00
(Program: »»WHAS11 NEWS AT 11 M-F/SU)FRZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/20	05/07/20	--1-1--	2	\$250.00	3.50								
N 11	All	05/01/20	05/06/20	Jimmy Kimmel »»JIMMY KIMMEL LIVE	CM	1135p-1237a	-11-1--	:30	3	\$80.00	P04	1.70	NM	3	\$240.00
(Program: »»JIMMY KIMMEL LIVE)511 Index: 115. 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:		05/01/20	05/07/20	-11-1--	3	\$80.00	1.70								
N 12	All	05/01/20	05/07/20	Nightline »»NIGHTLINE	CM	1237-106a	1--11--	:30	3	\$60.00	P04	1.10	NM	3	\$180.00
(Program: »»NIGHTLINE)511 Index: 117. Nielsen: 0.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/20	05/07/20	1--11--	3	\$60.00	1.10								
N 13	All	05/01/20	05/02/20	Good Morning America »»GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$140.00	P03	3.30	NM	1	\$140.00
(Program: »»GOOD MORNING AMERICA)511 Index: 109. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/27/20	05/03/20	-----1-	1	\$140.00	3.30								
N 14	All	05/01/20	05/02/20	NCAA FB Daytime Gam »»ABC World News SAT	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1-	:30	1	\$300.00	P04	3.50	NM	1	\$300.00
(Program: »»ABC World News SAT)511 Index: 101. Nielsen: 0.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/27/20	05/03/20	-----1-	1	\$300.00	3.50								

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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:		04/27/20	05/03/20	-----1-					1	\$300.00		3.50				
<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>		
1	All	04/27/20-05/03/20		ABC World News Sa					6-630p	-----Sa--	:30	<del>(\$300.00)</del>	3.50	NM		
See MG 14.2																
[Input Error-incorrect inv code-mw]																
2	All	04/27/20-05/03/20		ABC World News Sa					6-630p	-----Sa--	:30	\$300.00	3.50	NM		
Ⓜ MG for 14.1 05/02																
N 15	All	05/01/20	05/02/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$175.00	P03	4.90	NM	1	\$175.00	
»»WHAS11 NEWS AT 11 SAT (11:00 PM-11:30 PM)																
(Program: »»WHAS11 NEWS AT 11 SAT)511 Index: 119. 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:		04/27/20	05/03/20	-----1-					1	\$175.00		4.90				
N 16	All	05/01/20	05/02/20	Inside Ed 1135p-1205a	CM	11:30 PM-12:00 XM	-----1-	:30	1	\$80.00	P03	2.30	NM	1	\$80.00	
»»INSIDE EDITION (11:30 PM-12:00 XM)																
(Program: »»INSIDE EDITION)511 Index: 105. 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:		04/27/20	05/03/20	-----1-					1	\$80.00		2.30				
N 17	All	05/01/20	05/03/20	This Week Su	CM	9-10a	-----1	:30	1	\$120.00	P04	1.80	NM	1	\$120.00	
»»THIS WEEK																
(Program: »»THIS WEEK)511 Index: 81. 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:		04/27/20	05/03/20	-----1					1	\$120.00		1.80				
N 18	All	05/01/20	05/03/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$275.00	P04	7.00	NM	1	\$275.00	
»»WHAS11 NEWS @ 630p																
(Program: »»WHAS11 NEWS @ 630p)511 Index: 111. Nielsen: 2.4																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/27/20	05/03/20	-----1					1	\$275.00		7.00				
N 19	All	05/01/20	05/03/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,150.00	P01	6.80	NM	1	\$1,150.00	
»»FUNNIEST HOME VIDEOS																
(Program: »»FUNNIEST HOME VIDEOS)511 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:		04/27/20	05/03/20	-----1					1	\$1,150.00		6.80				
N 20	All	05/01/20	05/03/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$700.00	P03	4.20	NM	1	\$700.00	
»»THE ROOKIE																
(Program: »»THE ROOKIE)511 Index: 107. 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:		04/27/20	05/03/20	-----1					1	\$700.00		4.20				
N 21	WHAS	05/04/20	05/06/20	Local News @ 5a M-F	CM	5-6a	111----	:30	3	\$100.00	P03	4.20	NM	3	\$300.00	
Local News @ 5a M-F																
(Program: »»THE ROOKIE)511 Index: 107. 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:		05/04/20	05/10/20	111----					3	\$100.00		4.20				
													Totals	44	\$11,620.00	