

ORDER

Orders
Order / Rev: 1999859
Alt Order #: WOC12505604
Product Desc: MMCCO
Estimate: 7860
Flight Dates: 05/15/20 - 05/18/20
Original Date / Rev: 05/14/20 / 05/19/20
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	05/18/20	20	\$2,445.00	\$2,078.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	20	\$2,445.00	\$2,078.25	80.80
Totals	20	\$2,445.00	\$2,078.25	80.80

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	15%	\$2,445.00
Market	100%	\$16,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$13,855.00
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	05/15/20	05/18/20	Local News @ 6a M-F	CM	6-7a	1- - - 1- -	:30	2	\$70.00	P04	2.90	NM	2	\$140.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 104. Nielsen: 1.1 »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:		05/15/20	05/21/20	1- - - 1- -		2		\$70.00		2.90					

Order / Rev: 1999859
 Alt Order #: WOC12505604
 Flight Dates: 05/15/20 - 05/18/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 7860
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	05/15/20	05/18/20	Good Morning America »GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)511 Index: 108. Nielsen: 1.3	CM	7-9a	1-----	:30	1	\$250.00	P03	3.80	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/15/20	05/21/20	1-----		1				\$250.00		3.80			
N 3	All	05/15/20	05/18/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P (Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. Nielsen: 1.2	CM	12-1p	1-----	:30	1	\$90.00	P03	2.30	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/15/20	05/21/20	1-----		1				\$90.00		2.30			
N 4	All	05/15/20	05/18/20	Pandemic PANDEMIC NEWS (Program: PANDEMIC NEWS)511 Index: 110. Nielsen: 0.6	CM	1-2p	1--1--	:30	2	\$35.00	P04	2.60	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/15/20	05/21/20	1--1--		2				\$35.00		2.60			
N 5	All	05/15/20	05/18/20	Local News @ 4p M-F Local News @ 4p M-F (Program: »WHAS11 NEWS @ 4P - P4)511 Index: 115. Nielsen: 1.1	CM	4-5p	M--F--	:30	2	\$110.00	P03	2.80	NM	2	\$220.00
N 6	All	05/15/20	05/15/20	Local News @ 5p M-F »WHAS11 NEWS @ 5p - P4 (Program: »WHAS11 NEWS @ 5p - P4)511 Index: 118. Nielsen: 1.6	CM	5-530p	----1--	:30	1	\$130.00	P04	4.30	NM	3	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/11/20	05/17/20	----1--		1				\$130.00		4.30			
<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	05/11/20-05/17/20	Local News @ 5p M-F			5-530p	----F----	:30		(\$130.00)		4.30	NM		
			See MG 6.2,6.3,6.4 [Per Management]												
2	All	05/11/20-05/17/20	Local News @ 11p M-F			11-1135p	----F----	:30		\$100.00		4.30	NM		
			MG for 6.1 05/15 [Approved MG 5/14]												
3	All	05/11/20-05/17/20	Local News @ 6a Sa			6-7a	-----Sa--	:30		\$20.00		4.30	NM		
			MG for 6.1 05/15 [Approved MG 5/14]												
4	All	05/11/20-05/17/20	ET 106-136a			106-136a	-----F----	:30		\$10.00		4.30	NM		
			MG for 6.1 05/15 [Approved MG 5/14]												
N 7	All	05/15/20	05/18/20	Local News @ 530p M-F »WHAS11 NEWS @ 530P - P4 (Program: »WHAS11 NEWS @ 530P - P4)511 Index: 120. Nielsen: 1.8	CM	530-6p	1--1--	:30	2	\$130.00	P04	4.90	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/15/20	05/21/20	1--1--		2				\$130.00		4.90			
<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>		
2	All	05/15/20-05/21/20	Local News @ 530p M-F			530-6p	M---F----	:30		(\$130.00)		4.90	NM		
			Credited [Flight over. Moving \$ to est 7879]												
N 8	All	05/15/20	05/15/20	ABC World News »ABC World News - P4 (Program: »ABC World News - P4)511 Index: 106. Nielsen: 3.3	CM	630-7p	----1--	:30	1	\$425.00	P04	6.30	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/11/20	05/17/20	----1--		1				\$425.00		6.30			
N 9	All	05/15/20	05/15/20	ET 7-730p »ENTERTAINMENT TONIGHT (Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 102. Nielsen: 2.3	CM	7-730p	----1--	:30	1	\$260.00	P03	5.00	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/11/20	05/17/20	----1--		1				\$260.00		5.00			
N 10	All	05/15/20	05/16/20	Good Morning America »GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)511 Index: 109. Nielsen: 1.0	CM	7-9a	-----1-	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/11/20	05/17/20	-----1-		1				\$50.00		3.30			
N 11	All	05/15/20	05/16/20		CM	6:30 PM-7:00 PM	-----1-	:30	1	\$50.00	P04	4.90	NM	1	\$50.00

Order / Rev: 1999859
 Alt Order #: WOC12505604
 Flight Dates: 05/15/20 - 05/18/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 7860
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 630p Sa															
»WHAS11 NEWS @ 6:30p - P4(6:30 PM-7:00 PM)															
(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 126. 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:		05/11/20	05/17/20	-----1-			1			\$50.00		4.90			
N12	All	05/15/20	05/16/20	LN (M-Su)	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	P04	4.90	NM	1	\$75.00
»WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)															
(Program: »WHAS11 NEWS AT 11 SAT - P4)511 Index: 119. Nielsen: 0.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/11/20	05/17/20	-----1-			1			\$75.00		4.90			
N13	All	05/15/20	05/17/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$50.00	P04	3.20	NM	1	\$50.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM)															
(Program: »GOOD MORNING AMERICA - P4)511 Index: 102. 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:		05/11/20	05/17/20	-----1			1			\$50.00		3.20			
N14	All	05/15/20	05/17/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$180.00	P04	5.90	NM	1	\$180.00
»WHAS11 NEWS @ 630p - P4															
(Program: »WHAS11 NEWS @ 630p - P4)511 Index: 111. 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:		05/11/20	05/17/20	-----1			1			\$180.00		5.90			
N15	All	05/15/20	05/17/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$325.00	P04	6.80	NM	1	\$325.00
»FUNNIEST HOME VIDEOS - F															
(Program: »FUNNIEST HOME VIDEOS - P4)511 Index: 123. 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:		05/11/20	05/17/20	-----1			1			\$325.00		6.80			
													Totals	20	\$2,445.00