

# ORDER

**Orders**  
**Order / Rev:** 2001213  
**Alt Order #:** WOC12508125  
**Product Desc:** MMCCO  
**Estimate:** 7879  
**Flight Dates:** 05/19/20 - 05/25/20  
**Original Date / Rev:** 05/18/20 / 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:** 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
04/27/20	05/25/20	45	\$6,140.00	\$5,219.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	45	\$6,140.00	\$5,219.00	155.00
<b>Totals</b>	<b>45</b>	<b>\$6,140.00</b>	<b>\$5,219.00</b>	<b>155.00</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	16%	\$6,140.00
Market	100%	\$38,375.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$32,235.00
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	05/19/20	05/25/20	Local News @ 5a M-F	CM	5-6a	-- 11---	:30	2	\$80.00	P03	1.50	NM	2	\$160.00
(Program: »WHAS11 WAKE UP NEWS @ 5A - P4)511 Index: 93. Nielsen: 0.8 Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 05/19/20    05/25/20    -- 11---    2    \$80.00    1.50															

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	05/19/20	05/22/20	Local News @ 6a M-F	CM	6-7a	- 1111--	:30	4	\$70.00	P04	2.90	NM	4	\$280.00
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 104. 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:		05/19/20	05/25/20	-- 11---			2		\$80.00			1.50			
N 3	All	05/19/20	05/25/20	Local News @ 12p M-F	CM	12-1p	111- 1--	:30	4	\$90.00	P03	2.30	NM	4	\$360.00
»WHAS11 NEWS AT NOON - P (Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. 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:		05/18/20	05/24/20	- 1111--			4		\$70.00			2.90			
Spot	Ch	Date Range		Description		Start/End Time	Weekdays	Length		Rate		Rtg	Type		
4	All	05/19/20-05/25/20		Local News @ 12p M-F		12-1p	MTW- F----	:30		<del>(\$90.00)</del>		2.30	NM		
See MG 3.5															
[Program Change-Senior Shout Out-mw]															
5	All	05/19/20-05/25/20		Local News Special		12:00 PM-1:00 PM	MTWThFSaSu	:30		<del>(\$90.00)</del>		2.30	NM		
Ⓜ See MG 3.6															
[[Input Error-incorrect inv code local 12p news-mw ]															
6	All	05/25/20-05/25/20		Local News Special		12:00 PM-1:00 PM	M-----	:30		\$90.00		2.30	NM		
Ⓜ MG for 3.5 05/21															
N 4	All	05/19/20	05/22/20	Pandemic	CM	1-2p	- 1111--	:30	4	\$35.00	P04	2.60	NM	4	\$140.00
PANDEMIC NEWS (Program: PANDEMIC NEWS)511 Index: 110. 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:		05/18/20	05/24/20	- 1111--			4		\$35.00			2.60			
N 5	All	05/19/20	05/25/20	Local News @ 4p M-F	CM	4-5p	11111--	:30	5	\$110.00	P03	2.80	NM	5	\$550.00
»WHAS11 NEWS @ 4P - P4 (Program: »WHAS11 NEWS @ 4P - P4)511 Index: 115. 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:		05/19/20	05/25/20	11111--			5		\$110.00			2.80			
N 6	All	05/19/20	05/21/20	Local News @ 6p M-F	CM	6-630p	- 111---	:30	3	\$325.00	P03	5.70	NM	3	\$975.00
»WHAS11 NEWS @ 6 & 630p - (Program: »WHAS11 NEWS @ 6 & 630p - P4)511 Index: 114. 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:		05/18/20	05/24/20	- 111---			3		\$325.00			5.70			
N 7	All	05/19/20	05/25/20	ABC World News	CM	630-7p	111- 1--	:30	4	\$425.00	P04	6.30	NM	4	\$1,700.00
»ABC World News - P4 (Program: »ABC World News - P4)511 Index: 106. Nielsen: 3.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/19/20	05/25/20	111- 1--			4		\$425.00			6.30			
N 8	All	05/19/20	05/22/20	ET 7-730p	CM	7-730p	- 1- 11--	:30	3	\$260.00	P03	5.00	NM	3	\$780.00
»ENTERTAINMENT TONIGHT (Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 102. 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:		05/18/20	05/24/20	- 1- 11--			3		\$260.00			5.00			
N 9	All	05/19/20	05/25/20	Local News @ 11p M-F	CM	11-1135p	11111--	:30	5	\$100.00	P04	3.50	NM	5	\$500.00
Local News @ 11p M-F (Program: »WHAS11 NEWS AT 11 M-F/SU - P4)511 Index: 118. 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:		05/19/20	05/25/20	11111--			5		\$100.00			3.50			
N 10	All	05/19/20	05/22/20	Jimmy Kimmel DB*	CM	1205-107a	- 1111--	:30	4	\$30.00	P04	1.70	NM	4	\$120.00
Jimmy Kimmel DB (Program: »JIMMY KIMMEL LIVE - P4)511 Index: 115. 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:		05/18/20	05/24/20	- 1111--			4		\$30.00			1.70			
N 11	All	05/19/20	05/23/20	Good Morning America	CM	7-9a	----- 1-	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)511 Index: 109. Nielsen: 1.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/18/20	05/24/20	----- 1-			1		\$50.00			3.30			

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N12	All	05/19/20	05/23/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$50.00	P04	4.90	NM	1	\$50.00
				»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:		05/18/20	05/24/20	-----1-			1			\$50.00		4.90			
N13	All	05/19/20	05/23/20	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:		05/18/20	05/24/20	-----1-			1			\$75.00		4.90			
N14	All	05/19/20	05/24/20	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:		05/18/20	05/24/20	-----1			1			\$50.00		3.20			
N15	All	05/19/20	05/24/20	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:		05/18/20	05/24/20	-----1			1			\$180.00		5.90			
N16	WHAS	05/25/20	05/25/20	Local News @ 5a M-F	CM	5-6a	1-----	:30	1	\$40.00	P04	1.50	NM	1	\$40.00
				»WHAS11 WAKE UP NEWS @											
				(Program: »WHAS11 WAKE UP NEWS @ 5A - P4)511 Index: 93. 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:		05/19/20	05/25/20	1-----			1			\$40.00		1.50			
N17	WHAS	05/20/20	05/22/20	Local News @ 530p M-F	CM	530-6p	--WTF--	:30	1	\$130.00	P04	1.50	NM	1	\$130.00
				Local News @ 530p M-F											
				(Program: »WHAS11 WAKE UP NEWS @ 5A - P4)511 Index: 93. Nielsen: 0.8											
													Totals	45	\$6,140.00