

ORDER

Orders
Order / Rev: 2034509
Alt Order #: WOC12588413
Product Desc: MMCCO
Estimate: 8074
Flight Dates: 07/01/20 - 07/07/20
Original Date / Rev: 06/30/20 / 06/30/20
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: 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
06/29/20	07/07/20	28	\$19,250.00	\$16,362.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	28	\$19,250.00	\$16,362.50	90.40
Totals	28	\$19,250.00	\$16,362.50	90.40

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	13%	\$19,250.00
Market	100%	\$148,076.92

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	4%	\$5,923.08
WAVE	20%	\$29,615.38
WBKI	2%	\$2,961.54
WBNA	0%	\$0.00
WDRB	28%	\$41,461.54
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	33%	\$48,865.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	07/01/20	07/06/20	Local News @ 6a M-F	CM	6-7a	1-11---	1:00	3	\$450.00	P02	2.90	NM	3	\$1,350.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - Rate)505 Index: 122. Nielsen: 0.8 »WHAS11 WAKE UP NEWS @ Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/01/20 07/07/20 1-11--- 3 \$450.00 2.90															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 2	All	07/01/20	07/07/20	Local News @ 12p M-F	CM	12-1p	- 1-11--	1:00	3	\$250.00	P02	2.80	NM	3	\$750.00	
				»WHAS11 NEWS AT NOON - R												
				(Program: »WHAS11 NEWS AT NOON - Rate)505 Index: 118. 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:		07/01/20	07/07/20	1-11---			3			\$450.00			2.90			
N 3	All	07/01/20	07/06/20	Local News @ 4p M-F	CM	4-5p	1-11---	1:00	3	\$350.00	P02	3.00	NM	3	\$1,050.00	
				»WHAS11 NEWS @ 4P - Rate												
				(Program: »WHAS11 NEWS @ 4P - Rate)505 Index: 116. 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:		07/01/20	07/07/20	-1-11--			3			\$250.00			2.80			
N 4	All	07/01/20	07/07/20	Local News @ 6p M-F	CM	6-630p	111----	1:00	3	\$1,000.00	P02	6.00	NM	3	\$3,000.00	
				»WHAS11 NEWS @ 6 & 630p												
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F - Rate)505 Index: 117. 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:		07/01/20	07/07/20	111----			3			\$1,000.00			6.00			
N 5	All	07/01/20	07/07/20	ET 7-730p	CM	7-730p	111----	1:00	3	\$1,000.00	P02	5.30	NM	3	\$3,000.00	
				»ENTERTAINMENT TONIGHT												
				(Program: »ENTERTAINMENT TONIGHT - Rate)505 Index: 109. Nielsen: 1.8												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/01/20	07/07/20	111----			3			\$1,000.00			5.30			
N 6	All	07/01/20	07/07/20	Mon Prime Other	CM	8-11p	1-----	1:00	1	\$1,650.00	P03	3.70	NM	1	\$1,650.00	
				Mon Prime Other												
				(Program: Mod Fam)505 Index: 112. Nielsen: 1.8												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/01/20	07/07/20	1-----			1			\$1,650.00			3.70			
N 7	All	07/01/20	07/04/20	Good Morning America	CM	7-9a	-----1-	1:00	1	\$400.00	P01	3.30	NM	1	\$400.00	
				»GOOD MORNING AMERICA -												
				(Program: »GOOD MORNING AMERICA - Rate)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:		06/29/20	07/05/20	-----1-			1			\$400.00			3.30			
N 8	All	07/01/20	07/05/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	1:00	1	\$400.00	P01	3.40	NM	1	\$400.00	
				»GOOD MORNING AMERICA (8:00 AM-9:00 AM)												
				(Program: »GOOD MORNING AMERICA - Rate)505 Index: 115. 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:		06/29/20	07/05/20	-----1			1			\$400.00			3.40			
N 9	All	07/01/20	07/05/20	This Week Su	CM	9-10a	-----1	1:00	1	\$300.00	P01	2.20	NM	1	\$300.00	
				»THIS WEEK - Rate												
				(Program: »THIS WEEK - Rate)505 Index: 101. 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:		06/29/20	07/05/20	-----1			1			\$300.00			2.20			
N 10	All	07/01/20	07/05/20	Local News @ 630p Su	CM	630-7p	-----1	1:00	1	\$400.00	P04	6.10	NM	1	\$400.00	
				»WHAS11 NEWS @ 630p - Rate												
				(Program: »WHAS11 NEWS @ 630p - Rate)505 Index: 121. Nielsen: 1.9												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		06/29/20	07/05/20	-----1			1			\$400.00			6.10			
N 11	All	07/01/20	07/05/20	Sun Prime A	CM		-----1	1:00	1	\$1,800.00	P02	5.50	NM	1	\$1,800.00	
				»FUNNIEST HOME VIDEOS - F												
				(Program: »FUNNIEST HOME VIDEOS - Rate)505 Index: 127. 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:		06/29/20	07/05/20	-----1			1			\$1,800.00			5.50			
N 12	All	07/01/20	07/05/20	Sun Prime C	CM	9-10p	-----1	1:00	1	\$1,650.00	P02	6.20	NM	1	\$1,650.00	
				PRESS YOUR LUCK												
				(Program: »\$100,000 PYRAMID - Rate)505 Index: 121. 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:		06/29/20	07/05/20	-----1			1			\$1,650.00			6.20			
N 13	WHAS	07/01/20	07/07/20	Good Morning America	CM	7-9a	M-WTF--	1:00	4	\$750.00	P02	0.00	NM	4	\$3,000.00	
				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:		06/29/20	07/05/20	--WTF--			3			\$750.00			0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	M-----		1				\$750.00		0.00			
N14	WHAS	07/01/20	07/01/20	Local News @ 12p M-F	CM	12-1p	--W----	1:00	1	\$250.00	P02	0.00	NM	1	\$250.00
				Local News @ 12p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/29/20	07/05/20	--W----		1				\$250.00		0.00			
N15	WHAS	07/01/20	07/01/20	Local News @ 5a M-F	CM	5-6a	--W----	1:00	1	\$250.00	P01	0.00	NM	1	\$250.00
				Local News @ 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/29/20	07/05/20	--W----		1				\$250.00		0.00			
													Totals	28	\$19,250.00