

ORDER

Orders
Order / Rev: 2038840
Alt Order #: WOC12595868
Product Desc: MMCCO
Estimate: 8148
Flight Dates: 07/08/20 - 07/10/20
Original Date / Rev: 07/07/20 / 07/10/20
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	07/10/20	6	\$5,300.00	\$4,505.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	6	\$5,300.00	\$4,505.00	23.20
Totals	6	\$5,300.00	\$4,505.00	23.20

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%	\$5,300.00
Market	100%	\$33,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$27,825.00
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	07/08/20	07/10/20	Local News @ 6a M-F	CM	6-7a	-- 1- 1--	1:00	2	\$450.00	P02	2.90	NM	2	\$900.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - Rate)505 Index: 122. Nielsen: 0.8 »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: 07/06/20 07/12/20 -- 1- 1-- 2 \$450.00 2.90															

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 Estimate: 8148
WHAS

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:		07/06/20	07/12/20	-- 1- 1--					2	\$450.00		2.90			
N 2	All	07/08/20	07/09/20	Local News @ 4p M-F	CM	4-5p	--- 1---	1:00	1	\$350.00	P02	3.00	NM	0	\$0.00
				»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:		07/06/20	07/12/20	--- 1---					1	\$350.00		3.00			
<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	07/06/20-07/12/20		Local News @ 4p M-F		4-5p	---Th-----	1:00		(\$350.00)		3.00	NM		
				Credited											
N 3	All	07/08/20	07/08/20	Local News @ 6p M-F	CM	6-630p	-- 1----	1:00	1	\$1,000.00	P02	6.00	NM	1	\$1,000.00
				»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:		07/06/20	07/12/20	-- 1----					1	\$1,000.00		6.00			
N 4	All	07/08/20	07/10/20	ET 7-730p	CM	7-730p	---- 1--	1:00	1	\$1,000.00	P02	5.30	NM	1	\$1,000.00
				»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:		07/06/20	07/12/20	---- 1--					1	\$1,000.00		5.30			
N 5	All	07/08/20	07/08/20	Wed Prime B	CM	9-10p	-- 1----	1:00	1	\$1,350.00	P02	3.90	NM	1	\$1,350.00
				Connors											
				(Program: Connors)505 Index: 120. 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:		07/06/20	07/12/20	-- 1----					1	\$1,350.00		3.90			
N 6	All	07/08/20	07/10/20	Fri Prime A	CM	8-9p	---- 1--	1:00	1	\$1,050.00	P02	2.20	NM	1	\$1,050.00
				Shark Tank											
				(Program: Shark Tank)505 Index: 109. 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:		07/06/20	07/12/20	---- 1--					1	\$1,050.00		2.20			
													Totals	6	\$5,300.00