

# ORDER

**Orders**  
**Order / Rev:** 2039933  
 Alt Order #: WOC12597195  
 Product Desc: MMCCO  
 Estimate: 8153  
 Flight Dates: 07/11/20 - 07/14/20  
 Original Date / Rev: 07/08/20 / 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 / M  
 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	07/14/20	44	\$15,600.00	\$13,260.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	44	\$15,600.00	\$13,260.00	163.50
<b>Totals</b>	<b>44</b>	<b>\$15,600.00</b>	<b>\$13,260.00</b>	<b>163.50</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%	\$15,600.00
Market	100%	\$82,105.26

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$66,505.26
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	07/11/20	07/14/20	Local News @ 5a M-F	CM	5-6a	12-----	:30	3	\$125.00	P01	2.10	NM	3	\$375.00
(Program: »WHAS11 WAKE UP NEWS @ 5A - Rate)505 Index: 127. Nielsen: 0.6 »WHAS11 WAKE UP NEWS @ Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/11/20 07/17/20 12----- 3 \$125.00 2.10															

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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	07/11/20	07/14/20	Local News @ 6a M-F	CM	6-7a	12-----	:30	3	\$225.00	P02	2.90	NM	3	\$675.00
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A - Rate)505 Index: 122. 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:		07/11/20	07/17/20	12-----					3	\$125.00		2.10			
N 3	All	07/11/20	07/14/20	Good Morning America	CM	7-9a	22-----	:30	4	\$325.00	P03	3.50	NM	4	\$1,300.00
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - Rate)505 Index: 111. 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:		07/11/20	07/17/20	12-----					3	\$225.00		2.90			
N 4	All	07/11/20	07/14/20	Local News @ 12p M-F	CM	12-1p	11-----	:30	2	\$125.00	P02	2.80	NM	2	\$250.00
»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:		07/11/20	07/17/20	11-----					2	\$125.00		2.80			
N 5	All	07/11/20	07/14/20	Local News @ 4p M-F	CM	4-5p	22-----	:30	4	\$175.00	P02	3.00	NM	4	\$700.00
»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:		07/11/20	07/17/20	22-----					4	\$175.00		3.00			
N 6	All	07/11/20	07/14/20	Local News @ 5p M-F	CM	5-530p	-1-----	:30	1	\$350.00	P02	4.30	NM	1	\$350.00
»WHAS11 NEWS @ 5p - Rate (Program: »WHAS11 NEWS @ 5p - Rate)505 Index: 117. 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:		07/11/20	07/17/20	-1-----					1	\$350.00		4.30			
N 7	All	07/11/20	07/14/20	Local News @ 530p M-F	CM	530-6p	11-----	:30	2	\$450.00	P02	4.90	NM	2	\$900.00
»WHAS11 NEWS @ 530P - Rat (Program: »WHAS11 NEWS @ 530P - Rate)505 Index: 118. Nielsen: 2.0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/11/20	07/17/20	11-----					2	\$450.00		4.90			
N 8	All	07/11/20	07/14/20	Local News @ 6p M-F	CM	6-630p	11-----	:30	2	\$500.00	P02	6.00	NM	2	\$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:		07/11/20	07/17/20	11-----					2	\$500.00		6.00			
N 9	All	07/11/20	07/14/20	ET 7-730p	CM	7-730p	11-----	:30	2	\$500.00	P02	5.30	NM	2	\$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:		07/11/20	07/17/20	11-----					2	\$500.00		5.30			
N 10	All	07/11/20	07/14/20	Inside Ed 730-8p	CM	730-8p	11-----	:30	2	\$500.00	P02	5.20	NM	2	\$1,000.00
»INSIDE EDITION - Rate (Program: »INSIDE EDITION - Rate)505 Index: 112. 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:		07/11/20	07/17/20	11-----					2	\$500.00		5.20			
N 11	All	07/11/20	07/13/20	Mon Prime Other	CM	8-11p	2-----	:30	2	\$1,000.00	P03	5.00	NM	2	\$2,000.00
Bach Greatest (Program: Bach Greatest)505 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:		07/11/20	07/17/20	2-----					2	\$1,000.00		5.00			
N 12	All	07/11/20	07/14/20	LN (M-Su)	CM	11:00 PM-11:30 PM	1-----	:30	1	\$375.00	P02	3.30	NM	1	\$375.00
»WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM) (Program: »WHAS11 NEWS AT 11 M-F/SU - Rate)505 Index: 106. 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:		07/11/20	07/17/20	-1-----					1	\$375.00		3.30			
N 13	All	07/11/20	07/14/20	Jimmy Kimmel	CM	1135p-1237a	22-----	:30	4	\$100.00	P02	1.60	NM	4	\$400.00
»JIMMY KIMMEL LIVE - Rate (Program: »JIMMY KIMMEL LIVE - Rate)505 Index: 109. Nielsen: 0.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/11/20	07/17/20	22-----					4	\$100.00		1.60			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	All	07/11/20	07/14/20	Tue Prime Other	CM	8-11p	- 1 - - - - -	:30	1	\$675.00	P02	3.70	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/11/20	07/17/20	22 - - - - -		4				\$100.00		1.60			
		(Program: Connors)505 Index: 112. Nielsen: 1.8													
N15	All	07/11/20	07/11/20	Good Morning America	CM	7-9a	- - - - - 2 -	:30	2	\$100.00	P03	3.30	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/11/20	07/17/20	- 1 - - - - -		1				\$675.00		3.70			
		(Program: »GOOD MORNING AMERICA - Rate)505 Index: 109. Nielsen: 1.1													
N16	All	07/11/20	07/11/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	- - - - - 1 -	:30	1	\$500.00	P01	5.30	NM	1	\$500.00
		<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	- - - - - 2 -		2				\$100.00		3.30			
		(Program: »WHAS11 NEWS @ 6:30p - Rate)505 Index: 119. Nielsen: 1.6													
N17	All	07/11/20	07/11/20	ET 7-8p Sa	CM	7-8p	- - - - - 1 -	:30	1	\$100.00	P03	2.90	NM	1	\$100.00
		<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				\$100.00		2.90			
		(Program: »ENTERTAINMENT TONIGHT - Rate)505 Index: 111. Nielsen: 0.7													
N18	All	07/11/20	07/11/20	Local News @ 11p Sa	CM	11:00 PM-11:30 PM	- - - - - 1 -	:30	1	\$225.00	P03	3.20	NM	1	\$225.00
		<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				\$225.00		3.20			
		(Program: »WHAS11 NEWS AT 11 SAT - Rate)505 Index: 108. Nielsen: 1.0													
N19	All	07/11/20	07/12/20	Good Morning America	CM	8:00 AM-9:00 AM	- - - - - 1	:30	1	\$150.00	P02	3.40	NM	1	\$150.00
		<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				\$150.00		3.40			
		(Program: »GOOD MORNING AMERICA - Rate)505 Index: 115. Nielsen: 1.4													
N20	All	07/11/20	07/12/20	Local News @ 630p Su	CM	630-7p	- - - - - 1	:30	1	\$500.00	P02	6.10	NM	1	\$500.00
		<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				\$500.00		6.10			
		(Program: »WHAS11 NEWS @ 630p - Rate)505 Index: 121. Nielsen: 1.9													
N21	All	07/11/20	07/12/20	Sun Prime A	CM	7-8p	- - - - - 1	:30	1	\$675.00	P02	5.50	NM	1	\$675.00
		<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				\$675.00		5.50			
		(Program: »FUNNIEST HOME VIDEOS - Rate)505 Index: 127. Nielsen: 2.2													
N22	All	07/11/20	07/12/20	Sun Prime B	CM	8-9p	- - - - - 1	:30	1	\$1,275.00	P02	7.20	NM	1	\$1,275.00
		<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				\$1,275.00		7.20			
		(Program: »CELEBRITY FAMILY FEUD - Rate)505 Index: 122. Nielsen: 2.7													
N23	All	07/11/20	07/12/20	Sun Prime C	CM	9-10p	- - - - - 1	:30	1	\$900.00	P02	6.20	NM	1	\$900.00
		<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				\$900.00		6.20			
		(Program: »\$100,000 PYRAMID - Rate)505 Index: 121. Nielsen: 2.8													
N24	WHAS	07/11/20	07/11/20	Local News @ 6a Sa	CM	6-7a	- - - - - S -	:30	1	\$75.00	P02	0.00	NM	1	\$75.00
		<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	- - - - - S -		1				\$75.00		0.00			

Totals 44 \$15,600.00