

ORDER

Orders
Order / Rev: 2043374
Alt Order #: WOC12604284
Product Desc: MMCCO
Estimate: 8228
Flight Dates: 09/08/20 - 09/14/20
Original Date / Rev: 07/15/20 / 07/15/20
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
08/31/20	09/14/20	57	\$9,815.00	\$8,342.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	57	\$9,815.00	\$8,342.75	206.20
Totals	57	\$9,815.00	\$8,342.75	206.20

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	19%	\$9,815.00
Market	100%	\$51,657.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$41,842.89
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	09/08/20	09/11/20	Local News @ 6a M-F	CM	6-7a	-- 111--	:30	3	\$90.00	P04	3.40	NM	3	\$270.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 127. Nielsen: 1.2 Start Date: 09/07/20 End Date: 09/13/20 Weekdays: -- 111-- Spots/Week: 3 Rate: \$90.00 Rating: 3.40															

Order / Rev: 2043374
 Alt Order #: WOC12604284
 Flight Dates: 09/08/20 - 09/14/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8228
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: 09/07/20	09/13/20	--111--		3				\$90.00		3.40				
N 2	All	09/08/20	09/14/20	Good Morning America	CM	7-9a	11-1--	:30	3	\$110.00	P04	3.80	NM	3	\$330.00	
				»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)505 Index: 110. 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: 09/08/20	09/14/20	11-1--		3				\$110.00		3.80				
N 3	All	09/08/20	09/14/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$60.00	P04	2.70	NM	3	\$180.00	
				»WHAS11 NEWS AT NOON - P (Program: »WHAS11 NEWS AT NOON - P4)505 Index: 121. Nielsen: 1.3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/20	09/14/20	1-1-1--		3				\$60.00		2.70				
N 4	All	09/08/20	09/11/20	Local News @ 4p M-F	CM	4-5p	-11-1--	:30	3	\$60.00	P04	3.00	NM	3	\$180.00	
				»WHAS11 NEWS @ 4P - P4 (Program: »WHAS11 NEWS @ 4P - P4)505 Index: 119. Nielsen: 1.3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/07/20	09/13/20	-11-1--		3				\$60.00		3.00				
N 5	All	09/08/20	09/10/20	Local News @ 530p M-F	CM	530-6p	-111---	:30	3	\$170.00	P04	4.60	NM	3	\$510.00	
				»WHAS11 NEWS @ 530P - P4 (Program: »WHAS11 NEWS @ 530P - P4)505 Index: 117. Nielsen: 2.1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/07/20	09/13/20	-111---		3				\$170.00		4.60				
N 6	All	09/08/20	09/14/20	Local News @ 6p M-F	CM	6-630p	1-11---	:30	3	\$190.00	P04	5.60	NM	3	\$570.00	
				»WHAS11 NEWS @ 6 & 630p (Program: »WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 115. Nielsen: 3.1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/20	09/14/20	1-11---		3				\$190.00		5.60				
N 7	All	09/08/20	09/14/20	ABC World News	CM	630-7p	1-1-1--	:30	3	\$400.00	P04	7.00	NM	3	\$1,200.00	
				»ABC World News - P4 (Program: »ABC World News - P4)505 Index: 113. Nielsen: 3.9												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/20	09/14/20	1-1-1--		3				\$400.00		7.00				
N 8	All	09/08/20	09/11/20	ET 7-730p	CM	7-730p	-1111--	:30	4	\$180.00	P04	5.50	NM	4	\$720.00	
				»ENTERTAINMENT TONIGHT (Program: »ENTERTAINMENT TONIGHT - P4)505 Index: 108. 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: 09/07/20	09/13/20	-1111--		4				\$180.00		5.50				
N 9	All	09/08/20	09/11/20	Inside Ed 730-8p	CM	730-8p	-1-11--	:30	3	\$180.00	P04	5.50	NM	3	\$540.00	
				»INSIDE EDITION - P4 (Program: »INSIDE EDITION - P4)505 Index: 113. 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: 09/07/20	09/13/20	-1-11--		3				\$180.00		5.50				
N 10	All	09/08/20	09/14/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$550.00	P04	3.50	NM	1	\$550.00	
				»BACH IN PARADISE - P4 (Program: »BACH IN PARADISE - P4)505 Index: 99. 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: 09/08/20	09/14/20	1-----		1				\$550.00		3.50				
N 11	All	09/08/20	09/11/20	Local News @ 11p M-F	CM	11-1135p	-1111--	:30	4	\$130.00	P04	3.10	NM	4	\$520.00	
				»WHAS11 NEWS AT 11 M-F/SU (Program: »WHAS11 NEWS AT 11 M-F/SU - P4)505 Index: 104. 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: 09/07/20	09/13/20	-1111--		4				\$130.00		3.10				
N 12	All	09/08/20	09/14/20	Jimmy Kimmel	CM	1135p-1237a	11111--	:30	5	\$30.00	P04	1.50	NM	5	\$150.00	
				»JIMMY KIMMEL LIVE - P4 (Program: »JIMMY KIMMEL LIVE - P4)505 Index: 106. 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: 09/08/20	09/14/20	11111--		5				\$30.00		1.50				
N 13	All	09/08/20	09/14/20	Nightline	CM	1237-106a	11111--	:30	5	\$20.00	P04	1.00	NM	5	\$100.00	
				»NIGHTLINE - P4 (Program: »NIGHTLINE - P4)505 Index: 109. Nielsen: 0.4												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/08/20	09/14/20	11111--		5				\$20.00		1.00				

Order / Rev: 2043374
 Alt Order #: WOC12604284
 Flight Dates: 09/08/20 - 09/14/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8228
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	09/08/20	09/08/20	Tue Prime A	CM	8-9p	- 1 - - - - -	:30	1	\$350.00	P04	4.20	NM	1	\$350.00
Modern Family (Program: Modern Family)505 Index: 107. 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:		09/08/20	09/14/20	11111--			5			\$20.00			1.00		
N 15	All	09/08/20	09/08/20	Tue Prime C	CM	10-11p	- 1 - - - - -	:30	1	\$300.00	P04	2.30	NM	1	\$300.00
WWYD? (Program: WWYD?)505 Index: 101. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- 1 - - - - -			1			\$350.00			4.20		
N 16	All	09/08/20	09/09/20	Wed Prime B	CM	9-10p	- - 1 - - - -	:30	1	\$300.00	P04	2.80	NM	1	\$300.00
Connors/Amer House (Program: Connors/Amer House)505 Index: 104. 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:		09/07/20	09/13/20	- - 1 - - - -			1			\$300.00			2.80		
N 17	All	09/08/20	09/09/20	Wed Prime C	CM	10-11p	- - 1 - - - -	:30	1	\$250.00	P04	2.70	NM	1	\$250.00
Marvels (Program: Marvels)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:		09/07/20	09/13/20	- - 1 - - - -			1			\$250.00			2.70		
N 18	All	09/08/20	09/10/20	Thu Prime A	CM	8-9p	- - - 1 - - -	:30	1	\$200.00	P04	2.80	NM	1	\$200.00
»HOLEY MOLEY - P4 (Program: »HOLEY MOLEY - P4)505 Index: 120. 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:		09/07/20	09/13/20	- - - 1 - - -			1			\$200.00			2.80		
N 19	All	09/08/20	09/10/20	Thu Prime B	CM	9-10p	- - - 1 - - -	:30	1	\$200.00	P04	3.70	NM	1	\$200.00
DONT (Program: DONT)505 Index: 105. Nielsen: 2.9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - 1 - - -			1			\$200.00			3.70		
N 20	All	09/08/20	09/11/20	Fri Prime A	CM	8-9p	- - - - 1 - -	:30	1	\$225.00	P04	2.80	NM	1	\$225.00
SHARK TANK (Program: SHARK TANK)505 Index: 118. Nielsen: 2.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - - 1 - -			1			\$225.00			2.80		
N 21	All	09/08/20	09/11/20	Fri Prime Other	CM	8-11p	- - - - 1 - -	:30	1	\$350.00	P04	3.40	NM	1	\$350.00
»20/20 - P4 (Program: »20/20 - P4)505 Index: 110. Nielsen: 2.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - - 1 - -			1			\$350.00			3.40		
N 22	All	09/08/20	09/12/20	Local News @ 9a Sa	CM	9-930a	- - - - - 1 -	:30	1	\$60.00	P04	4.00	NM	1	\$60.00
»WAKE UP WEEKEND 9-10A - (Program: »WAKE UP WEEKEND 9-10A - P4)505 Index: 116. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - - - 1 -			1			\$60.00			4.00		
N 23	All	09/08/20	09/13/20	Good Morning America	CM	8:00 AM-9:00 AM	- - - - - 1	:30	1	\$60.00	P04	3.20	NM	1	\$60.00
»GOOD MORNING AMERICA (8:00 AM-9:00 AM) (Program: »GOOD MORNING AMERICA - P4)505 Index: 119. Nielsen: 1.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - - - 1			1			\$60.00			3.20		
N 24	All	09/08/20	09/13/20	Sun Prime A	CM	7-8p	- - - - - 1	:30	1	\$400.00	P04	5.10	NM	1	\$400.00
»FUNNIEST HOME VIDEOS - F (Program: »FUNNIEST HOME VIDEOS - P4)505 Index: 135. Nielsen: 3.4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - - - 1			1			\$400.00			5.10		
N 25	All	09/08/20	09/13/20	Sun Prime B	CM	8-9p	- - - - - 1	:30	1	\$600.00	P04	5.40	NM	1	\$600.00
»CELEBRITY FAMILY FEUD - f (Program: »CELEBRITY FAMILY FEUD - P4)505 Index: 119. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/07/20	09/13/20	- - - - - 1			1			\$600.00			5.40		

Order / Rev: 2043374
 Alt Order #: WOC12604284
 Flight Dates: 09/08/20 - 09/14/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8228

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: 09/07/20	09/13/20	-----1					1	\$600.00		5.40			
N26	All	09/08/20	09/13/20	Sun Prime C	CM	9-10p	-----1	:30	1	\$400.00	P04	3.90	NM	1	\$400.00
PRESS YOUR LUCK															
(Program: PRESS YOUR LUCK)505 Index: 121. Nielsen: 4.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	-----1					1	\$400.00		3.90			
N27	All	09/08/20	09/13/20	Sun Prime D	CM	10-11p	-----1	:30	1	\$300.00	P04	2.70	NM	1	\$300.00
MATCH GAME															
(Program: MATCH GAME)505 Index: 108. 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: 09/07/20	09/13/20	-----1					1	\$300.00		2.70			
													Totals	57	\$9,815.00