

ORDER

Orders
Order / Rev: 2043795
Alt Order #: WOC12604389
Product Desc: MMCCO
Estimate: 8234
Flight Dates: 10/20/20 - 10/26/20
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
09/28/20	10/25/20	44	\$8,000.00	\$6,800.00
10/26/20	10/26/20	10	\$2,300.00	\$1,955.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	44	\$8,000.00	\$6,800.00	164.50
November 2020	10	\$2,300.00	\$1,955.00	43.20
Totals	54	\$10,300.00	\$8,755.00	207.70

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%	\$10,300.00
Market	100%	\$54,210.53

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$43,910.53
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	10/20/20	10/26/20	Local News @ 5a M-F	CM	5-6a	1-1-1--	:30	3	\$40.00	P04	2.20	NM	3	\$120.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 5A - P4)505 Index: 131. Nielsen: 0.9															

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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: 10/20/20	10/26/20	1-1-1--		3				\$40.00		2.20				
N 2	All	10/20/20	10/23/20	Local News @ 6a M-F	CM	6-7a	-11-1--	:30	3	\$90.00	P04	3.30	NM	3	\$270.00	
				»WHAS11 WAKE UP NEWS @												
				(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)505 Index: 125. 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: 10/19/20	10/25/20	-11-1--		3				\$90.00		3.30				
N 3	All	10/20/20	10/26/20	Good Morning America	CM	7-9a	1--11--	:30	3	\$110.00	P04	3.70	NM	3	\$330.00	
				»GOOD MORNING AMERICA -												
				(Program: »GOOD MORNING AMERICA - P4)505 Index: 107. 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: 10/20/20	10/26/20	1--11--		3				\$110.00		3.70				
N 4	All	10/20/20	10/26/20	Local News @ 12p M-F	CM	12-1p	1-111--	:30	4	\$60.00	P04	2.70	NM	4	\$240.00	
				»WHAS11 NEWS AT NOON - P												
				(Program: »WHAS11 NEWS AT NOON - P4)505 Index: 120. 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: 10/20/20	10/26/20	1-111--		4				\$60.00		2.70				
N 5	All	10/20/20	10/26/20	Local News @ 4p M-F	CM	4-5p	11-11--	:30	4	\$60.00	P04	3.00	NM	4	\$240.00	
				»WHAS11 NEWS @ 4P - P4												
				(Program: »WHAS11 NEWS @ 4P - P4)505 Index: 123. 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: 10/20/20	10/26/20	11-11--		4				\$60.00		3.00				
N 6	All	10/20/20	10/26/20	Local News @ 530p M-F	CM	530-6p	1-11---	:30	3	\$170.00	P04	4.30	NM	3	\$510.00	
				Local News @ 530p M-F												
				(Program: »WHAS11 NEWS @ 530P - P4)505 Index: 115. 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: 10/20/20	10/26/20	1-11---		3				\$170.00		4.30				
N 7	All	10/20/20	10/23/20	Local News @ 6p M-F	CM	6-630p	-1-11--	:30	3	\$190.00	P04	5.50	NM	3	\$570.00	
				»WHAS11 NEWS @ 6 & 630p												
				(Program: »WHAS11 NEWS @ 6 & 630p Su-F - P4)505 Index: 114. 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: 10/19/20	10/25/20	-1-11--		3				\$190.00		5.50				
N 8	All	10/20/20	10/26/20	ABC World News	CM	630-7p	11--1--	:30	3	\$400.00	P04	6.70	NM	3	\$1,200.00	
				»ABC World News - P4												
				(Program: »ABC World News - P4)505 Index: 110. 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: 10/20/20	10/26/20	11--1--		3				\$400.00		6.70				
N 9	All	10/20/20	10/26/20	ET 7-730p	CM	7-730p	1-111--	:30	4	\$180.00	P04	5.30	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: 10/20/20	10/26/20	1-111--		4				\$180.00		5.30				
N 10	All	10/20/20	10/26/20	Inside Ed 730-8p	CM	730-8p	1--11--	:30	3	\$180.00	P04	5.30	NM	3	\$540.00	
				»INSIDE EDITION - P4												
				(Program: »INSIDE EDITION - P4)505 Index: 106. 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: 10/20/20	10/26/20	1--11--		3				\$180.00		5.30				
N 11	All	10/20/20	10/26/20	Mon Prime Other	CM	8-11p	1-----	:30	1	\$500.00	P04	5.70	NM	1	\$500.00	
				»DANCING WITH THE STARS												
				(Program: »DANCING WITH THE STARS - P4)505 Index: 109. 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: 10/20/20	10/26/20	1-----		1				\$500.00		5.70				
N 12	All	10/20/20	10/26/20	Mon Prime C	CM	10-11p	1-----	:30	1	\$600.00	P04	4.30	NM	1	\$600.00	
				»THE GOOD DOCTOR - P4												
				(Program: »THE GOOD DOCTOR - P4)505 Index: 111. 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: 10/20/20	10/26/20	1-----		1				\$600.00		4.30				
N 13	All	10/20/20	10/23/20	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: 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: 10/20/20	10/26/20	-1111--		4				\$130.00		3.10				

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N 14	All	10/20/20	10/23/20	Jimmy Kimmel	CM	1135p-1237a	- 1111--	:30	4	\$30.00	P04	1.60	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	- 1111--		4				\$130.00		3.10			
		(Program: »JIMMY KIMMEL LIVE - P4)505 Index: 109. Nielsen: 0.7													
N 15	All	10/20/20	10/20/20	Tue Prime Other	CM	8-11p	- 1-----	:30	1	\$350.00	P04	4.20	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	- 1-----		1				\$350.00		4.20			
		(Program: BACHELORETTE)505 Index: 104. Nielsen: 1.2													
N 16	All	10/20/20	10/21/20	Wed Prime A	CM	8-9p	-- 1----	:30	1	\$500.00	P04	3.60	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: 10/19/20	10/25/20	-- 1----		1				\$500.00		3.60			
		(Program: GOLDBERGS/BLACKISH)505 Index: 109. Nielsen: 1.7													
N 17	All	10/20/20	10/22/20	Thu Prime B	CM	9-10p	--- 1---	:30	1	\$600.00	P04	4.10	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	--- 1---		1				\$600.00		4.10			
		(Program: Greys Anatomy)505 Index: 106. Nielsen: 2.9													
N 18	All	10/20/20	10/23/20	Fri Prime A	CM	8-9p	---- 1--	:30	1	\$350.00	P04	2.60	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	---- 1--		1				\$350.00		2.60			
		(Program: Shark Tank)505 Index: 106. Nielsen: 2.1													
N 19	All	10/20/20	10/23/20	Fri Prime Other	CM	8-11p	---- 1--	:30	1	\$350.00	P04	2.90	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	---- 1--		1				\$350.00		2.90			
		(Program: »20/20 - P4)505 Index: 106. Nielsen: 2.1													
N 20	All	10/20/20	10/24/20	Local News @ 9a Sa	CM	9-930a	----- 1-	:30	1	\$60.00	P04	4.40	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----- 1-		1				\$60.00		4.40			
		(Program: »WAKE UP WEEKEND 9-10A - P4)505 Index: 117. Nielsen: 1.6													
N 21	All	10/20/20	10/25/20	Good Morning America	CM	8:00 AM-9:00 AM	----- 1	:30	1	\$60.00	P04	3.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----- 1		1				\$60.00		3.00			
		(Program: »GOOD MORNING AMERICA - P4)505 Index: 108. Nielsen: 1.3													
N 22	All	10/20/20	10/25/20	Sun Prime A	CM	7-8p	----- 1	:30	1	\$400.00	P04	5.70	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----- 1		1				\$400.00		5.70			
		(Program: »FUNNIEST HOME VIDEOS - P4)505 Index: 132. Nielsen: 3.4													
N 23	All	10/20/20	10/25/20	Sun Prime B	CM	8-9p	----- 1	:30	1	\$350.00	P04	5.40	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----- 1		1				\$350.00		5.40			
		(Program: Supermarket Sweep)505 Index: 125. Nielsen: 4.3													
N 24	All	10/20/20	10/25/20	Sun Prime C	CM	9-10p	----- 1	:30	1	\$400.00	P04	3.20	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----- 1		1				\$400.00		3.20			
		(Program: Millionaire)505 Index: 103. Nielsen: 4.3													
N 25	All	10/20/20	10/25/20	Sun Prime D	CM	10-11p	----- 1	:30	1	\$400.00	P04	2.80	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	----- 1		1				\$400.00		2.80			
		(Program: »THE ROOKIE - P4)505 Index: 112. Nielsen: 2.8													

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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: 10/19/20	10/25/20	-----1	1	\$400.00	2.80								
													Totals	54	\$10,300.00