

ORDER

Orders
Order / Rev: 2051971
Alt Order #: WOC12622608
Product Desc: MMCCO
Estimate: 8385
Flight Dates: 08/04/20 - 08/04/20
Original Date / Rev: 08/03/20 / 08/03/20
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
07/27/20	08/04/20	5	\$2,025.00	\$1,721.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	5	\$2,025.00	\$1,721.25	20.20
Totals	5	\$2,025.00	\$1,721.25	20.20

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	22%	\$2,025.00
Market	100%	\$9,204.55

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$7,179.55
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	08/04/20	08/04/20	Local News @ 6a M-F	CM	6-7a	- 1 - - - - -	:30	1	\$175.00	P02	3.30	NM	1	\$175.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)505 Index: 131. Nielsen: 0.7 »WHAS11 WAKE UP NEWS @ Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/03/20 08/09/20 - 1 - - - - - 1 \$175.00 3.30															

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 Flight Dates: 08/04/20 - 08/04/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8385
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: 08/03/20	08/09/20	- 1 - - - - -		1				\$175.00		3.30			
N 2	All	08/04/20	08/04/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P	CM	4:30 PM-4:58 PM (4:30 PM-4:58 PM)	- 1 - - - - -	:30	1	\$200.00	P01	3.20	NM	1	\$200.00
		(Program: »WHAS11 NEWS @ 4P)505 Index: 120. 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: 08/03/20	08/09/20	- 1 - - - - -		1				\$200.00		3.20			
N 3	All	08/04/20	08/04/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p	CM	6-630p	- 1 - - - - -	:30	1	\$500.00	P02	6.20	NM	1	\$500.00
		(Program: »WHAS11 NEWS @ 6 & 630p Su-F)505 Index: 118. Nielsen: 2.5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/20	08/09/20	- 1 - - - - -		1				\$500.00		6.20			
N 4	All	08/04/20	08/04/20	Tue Prime A »MODERN FAMILY/MODERN F	CM	8-9p	- 1 - - - - -	:30	1	\$825.00	P02	4.10	NM	1	\$825.00
		(Program: »MODERN FAMILY/MODERN FAMILY)505 Index: 102. 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: 08/03/20	08/09/20	- 1 - - - - -		1				\$825.00		4.10			
N 5	All	08/04/20	08/04/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F	CM	11:00 PM-11:30 PM (11:00 PM-11:30 PM)	1 - - - - -	:30	1	\$325.00	P03	3.40	NM	1	\$325.00
		(Program: »WHAS11 NEWS AT 11 M-F)505 Index: 113. 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: 08/03/20	08/09/20	- 1 - - - - -		1				\$325.00		3.40			
													Totals	5	\$2,025.00