

ORDER

Orders
Order / Rev: 2052390
 Alt Order #: WOC12623246
 Product Desc: MMCCO
 Estimate: 8382
 Flight Dates: 08/05/20 - 08/11/20
 Original Date / Rev: 08/04/20 / 08/04/20
 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	08/11/20	39	\$27,650.00	\$23,502.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	39	\$27,650.00	\$23,502.50	144.30
Totals	39	\$27,650.00	\$23,502.50	144.30

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%	\$27,650.00
Market	100%	\$145,526.32

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$117,876.32
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	08/05/20	08/10/20	Local News @ 5a M-F	CM	5-6a	1- 1- 1- -	1:00	3	\$250.00	P01	2.00	NM	3	\$750.00
(Program: »WHAS11 WAKE UP NEWS @ 5A)505 Index: 127. Nielsen: 0.6 Start Date: 08/05/20 End Date: 08/11/20 Weekdays: 1- 1- 1- - Spots/Week: 3 Rate: \$250.00 Rating: 2.00															

Order / Rev: 2052390
 Alt Order #: WOC12623246
 Flight Dates: 08/05/20 - 08/11/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8382
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: 08/05/20	08/11/20	1-1-1--		3				\$250.00		2.00			
N 2	All	08/05/20	08/11/20	Local News @ 6a M-F	CM	6-7a	11-1---	1:00	3	\$350.00	P02	3.30	NM	3	\$1,050.00
		»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A)505 Index: 131. 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: 08/05/20	08/11/20	11-1---		3				\$350.00		3.30			
N 3	All	08/05/20	08/07/20	Good Morning America	CM	7-9a	--111--	1:00	3	\$600.00	P03	4.00	NM	3	\$1,800.00
		»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)505 Index: 113. 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: 08/03/20	08/09/20	--111--		3				\$600.00		4.00			
N 4	All	08/05/20	08/08/20	Good Morning America	CM	7-9a	-----1-	1:00	1	\$250.00	P02	3.40	NM	1	\$250.00
		»GOOD MORNING AMERICA (Program: »GOOD MORNING AMERICA)505 Index: 112. 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				\$250.00		3.40			
N 6	All	08/05/20	08/10/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	1:00	3	\$400.00	P01	2.80	NM	3	\$1,200.00
		»WHAS11 NEWS AT NOON (Program: »WHAS11 NEWS AT NOON)505 Index: 123. 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: 08/05/20	08/11/20	1-1-1--		3				\$400.00		2.80			
N 7	All	08/05/20	08/11/20	Local News @ 4p M-F	CM	4:30 PM-4:58 PM	-1-11--	1:00	3	\$400.00	P01	3.20	NM	3	\$1,200.00
		»WHAS11 NEWS @ 4P (4:30 PM-4:58 PM) (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: 08/05/20	08/11/20	-1-11--		3				\$400.00		3.20			
N 8	All	08/05/20	08/10/20	Local News @ 530p M-F	CM	530-6p	1-1-1--	1:00	3	\$900.00	P02	5.10	NM	3	\$2,700.00
		»WHAS11 NEWS @ 530P (Program: »WHAS11 NEWS @ 530P)505 Index: 122. Nielsen: 2.2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/05/20	08/11/20	1-1-1--		3				\$900.00		5.10			
N 9	All	08/05/20	08/11/20	Local News @ 6p M-F	CM	6-630p	11-1---	1:00	3	\$1,000.00	P02	6.20	NM	3	\$3,000.00
		»WHAS11 NEWS @ 6 & 630p (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: 08/05/20	08/11/20	11-1---		3				\$1,000.00		6.20			
N 10	All	08/05/20	08/11/20	Inside Ed 730-8p	CM	730-8p	111----	1:00	3	\$1,000.00	P02	5.30	NM	3	\$3,000.00
		»INSIDE EDITION (Program: »INSIDE EDITION)505 Index: 109. Nielsen: 2.2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/05/20	08/11/20	111----		3				\$1,000.00		5.30			
N 11	All	08/05/20	08/11/20	Tue Prime A	CM	8-9p	-1-----	1:00	1	\$1,650.00	P02	4.10	NM	1	\$1,650.00
		»MODERN FAMILY/MODERN F (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: 08/05/20	08/11/20	-1-----		1				\$1,650.00		4.10			
N 12	All	08/05/20	08/05/20	Wed Prime B	CM	9-10p	--1----	1:00	1	\$1,350.00	P02	3.60	NM	1	\$1,350.00
		»THE CONNERS/AMERICAN F (Program: »THE CONNERS/AMERICAN HOUSEWIFE)505 Index: 123. 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: 08/03/20	08/09/20	--1----		1				\$1,350.00		3.60			
N 13	All	08/05/20	08/06/20	Thu Prime A	CM	8-9p	---1---	1:00	1	\$900.00	P02	3.10	NM	1	\$900.00
		»HOLEY MOLEY II: THE SEQU (Program: »HOLEY MOLEY II: THE SEQUEL)505 Index: 116. 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: 08/03/20	08/09/20	---1---		1				\$900.00		3.10			
N 17	All	08/05/20	08/09/20	Sun Prime B	CM	8-9p	-----1	1:00	1	\$2,550.00	P02	6.80	NM	1	\$2,550.00
		»CELEBRITY FAMILY FEUD S (Program: »CELEBRITY FAMILY FEUD SUN)505 Index: 123. Nielsen: 3.2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/05/20	08/09/20	-----1		1				\$2,550.00		6.80			

Order / Rev: 2052390
 Alt Order #: WOC12623246
 Flight Dates: 08/05/20 - 08/11/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 8382
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	\$2,550.00		6.80			
N18	All	08/05/20	08/11/20	Local News @ 11p M-F	CM	11-1135p	-1111--	1:00	4	\$650.00	P03	3.40	NM	4	\$2,600.00
				»WHAS11 NEWS AT 11 M-F											
				(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: 08/05/20	08/11/20	-1111--					4	\$650.00		3.40			
N19	All	08/05/20	08/10/20	Jimmy Kimmel	CM	1135p-1237a	1-1-1--	1:00	3	\$250.00	P01	1.70	NM	3	\$750.00
				»JIMMY KIMMEL LIVE											
				(Program: »JIMMY KIMMEL LIVE)505 Index: 116. Nielsen: 0.6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/05/20	08/11/20	1-1-1--					3	\$250.00		1.70			
N20	WHAS	08/05/20	08/10/20	ABC World News	CM	630-7p	--11---	1:00	2	\$1,400.00	P02	4.20	NM	2	\$2,800.00
				ABC World News											
				(Program: »JIMMY KIMMEL LIVE)505 Index: 116. Nielsen: 0.6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/05/20	08/11/20	--11---					2	\$1,400.00		4.20			
<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	WHAS	08/11/20-08/11/20	ABC World News			630-7p	-T-----	1:00		\$1,400.00		4.20	NM		
N21	WHAS	08/05/20	08/10/20	Nightline	CM	1237-106a	--1----	1:00	1	\$100.00	P02	0.50	NM	1	\$100.00
				Nightline											
				(Program: »JIMMY KIMMEL LIVE)505 Index: 116. Nielsen: 0.6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/05/20	08/11/20	--1----					1	\$100.00		0.50			
													Totals	39	\$27,650.00