

# ORDER

**Orders**  
**Order / Rev:** 2054001  
 Alt Order #: WOC12627887  
 Product Desc: MMCCO  
 Estimate: 8448  
 Flight Dates: 08/12/20 - 08/18/20  
 Original Date / Rev: 08/07/20 / 08/10/20  
 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 / 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	08/18/20	36	\$18,550.00	\$15,767.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	36	\$18,550.00	\$15,767.50	144.60
<b>Totals</b>	<b>36</b>	<b>\$18,550.00</b>	<b>\$15,767.50</b>	<b>144.60</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	22%	\$18,550.00
Market	100%	\$84,318.18

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$65,768.18
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	08/12/20	08/18/20	Local News @ 6a M-F	CM	6-7a	11-----	:30	2	\$175.00	P02	3.30	NM	2	\$350.00
(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: 08/12/20 08/18/20 11----- 2 \$175.00 3.30															

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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	08/12/20	08/14/20	Good Morning America	CM	7-9a	----1--	:30	1	\$300.00	P02	4.00	NM	1	\$300.00	
				»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:		08/12/20	08/18/20	11-----			2			\$175.00		3.30				
N 3	All	08/12/20	08/15/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$125.00	P02	3.40	NM	1	\$125.00	
				»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:		08/10/20	08/16/20	----1--			1			\$300.00		4.00				
N 4	All	08/12/20	08/16/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$175.00	P02	3.50	NM	1	\$175.00	
				»GOOD MORNING AMERICA (8:00 AM-9:00 AM)												
				(Program: »GOOD MORNING AMERICA)505 Index: 112. 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:		08/10/20	08/16/20	-----1			1			\$175.00		3.50				
N 5	All	08/12/20	08/17/20	Local News @ 12p M-F	CM	12-1p	1--1--	:30	2	\$200.00	P01	2.80	NM	2	\$400.00	
				»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:		08/12/20	08/18/20	1--1--			2			\$200.00		2.80				
N 6	All	08/12/20	08/18/20	Local News @ 4p M-F	CM	4-5p	-1-1--	:30	2	\$200.00	P01	3.20	NM	2	\$400.00	
				»WHAS11 NEWS @ 4P												
				(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:		08/12/20	08/18/20	-1-1--			2			\$200.00		3.20				
N 7	All	08/12/20	08/17/20	Local News @ 530p M-F	CM	530-6p	1--1--	:30	2	\$450.00	P02	5.10	NM	2	\$900.00	
				»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:		08/12/20	08/18/20	1--1--			2			\$450.00		5.10				
N 8	All	08/12/20	08/18/20	Local News @ 6p M-F	CM	6-630p	11-----	:30	2	\$500.00	P02	6.20	NM	2	\$1,000.00	
				»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:		08/12/20	08/18/20	11-----			2			\$500.00		6.20				
N 9	All	08/12/20	08/18/20	Inside Ed 730-8p	CM	730-8p	11-----	:30	2	\$500.00	P02	5.30	NM	2	\$1,000.00	
				»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:		08/12/20	08/18/20	11-----			2			\$500.00		5.30				
N 10	All	08/12/20	08/18/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$825.00	P02	4.10	NM	1	\$825.00	
				»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:		08/12/20	08/18/20	-1-----			1			\$825.00		4.10				
N 11	All	08/12/20	08/12/20	Wed Prime Other	CM	8-11p	--1----	1:00	1	\$1,950.00	P02	3.80	NM	1	\$1,950.00	
				MARVEL FINALE												
				(Program: MARVEL FINALE)505 Index: 123. Nielsen: 1.6												
				(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:		08/10/20	08/16/20	--1----			1			\$1,950.00		3.80				
N 12	All	08/12/20	08/13/20	Thu Prime A	CM	8-9p	---1---	1:00	1	\$1,200.00	P02	3.10	NM	1	\$1,200.00	
				»HOLEY MOLEY II: THE SEQU												
				(Program: »HOLEY MOLEY II: THE SEQU)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:		08/10/20	08/16/20	---1---			1			\$1,200.00		3.10				
N 13	All	08/12/20	08/15/20	Sat Prime A	CM	8-9p	-----1-	:30	1	\$350.00	P02	6.20	NM	1	\$350.00	
				»AMER FUNNIEST HOME VID												
				(Program: »AMER FUNNIEST HOME VIDEOS SAT)505 Index: 124. Nielsen: 0.7												

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N14	All	08/12/20	08/15/20	Sat Prime B	CM	9-10p	-----1-	:30	1	\$350.00	P03	2.50	NM	1	\$350.00
»SHARK TANK SAT (Program: »SHARK TANK SAT)505 Index: 107. 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:		08/10/20	08/16/20	-----1-					1	\$350.00		6.20			
N15	All	08/12/20	08/16/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$900.00	P02	6.20	NM	1	\$900.00
»AMERICA'S FUNNIEST HOME (Program: »AMERICA'S FUNNIEST HOME VIDEOS)505 Index: 124. Nielsen: 2.3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/10/20	08/16/20	-----1					1	\$900.00		6.20			
N16	All	08/12/20	08/16/20	Sun Prime B	CM	8-9p	-----1	:30	1	\$1,275.00	P02	6.80	NM	1	\$1,275.00
»CELEBRITY FAMILY FEUD SI (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:		08/10/20	08/16/20	-----1					1	\$1,275.00		6.80			
N17	All	08/12/20	08/18/20	Local News @ 11p M-F	CM	11-1135p	-1--1--	:30	2	\$325.00	P02	3.40	NM	2	\$650.00
»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:		08/12/20	08/18/20	-1--1--					2	\$325.00		3.40			
N18	All	08/12/20	08/17/20	Jimmy Kimmel	CM	1135p-1237a	1---1--	:30	2	\$125.00	P01	1.70	NM	2	\$250.00
»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:		08/12/20	08/18/20	1---1--					2	\$125.00		1.70			
N19	All	08/12/20	08/13/20	Local News @ 6a M-F	CM	6-7a	---1---	1:00	1	\$350.00	P02	3.30	NM	1	\$350.00
»WHAS11 WAKE UP NEWS @ 6A (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:		08/10/20	08/16/20	---1---					1	\$350.00		3.30			
N20	All	08/12/20	08/13/20	Good Morning America	CM	7-9a	--11---	1:00	2	\$600.00	P03	4.00	NM	2	\$1,200.00
»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:		08/10/20	08/16/20	--11---					2	\$600.00		4.00			
N21	All	08/12/20	08/12/20	Local News @ 12p M-F	CM	12-1p	--1----	1:00	1	\$400.00	P01	2.80	NM	1	\$400.00
»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:		08/10/20	08/16/20	--1----					1	\$400.00		2.80			
N22	All	08/12/20	08/13/20	Local News @ 4p M-F	CM	4:30 PM-4:58 PM	---1---	1:00	1	\$400.00	P01	3.20	NM	1	\$400.00
»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:		08/10/20	08/16/20	---1---					1	\$400.00		3.20			
N23	All	08/12/20	08/12/20	Local News @ 530p M-FCM	CM	530-6p	--1----	1:00	1	\$900.00	P02	5.10	NM	1	\$900.00
»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:		08/10/20	08/16/20	--1----					1	\$900.00		5.10			
N24	All	08/12/20	08/13/20	Local News @ 6p M-F	CM	6-630p	---1---	1:00	1	\$1,000.00	P02	6.20	NM	1	\$1,000.00
»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:		08/10/20	08/16/20	---1---					1	\$1,000.00		6.20			
N25	All	08/12/20	08/12/20	Inside Ed 730-8p	CM	730-8p	--1----	1:00	1	\$1,000.00	P02	5.30	NM	1	\$1,000.00
»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:		08/12/20	08/12/20	--1----					1	\$1,000.00		5.30			

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Advertiser: POL/ Mitch McConnell / R / US SEN / KY  
 Product Desc: MMCCO  
 Estimate: 8448  
**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: 08/10/20	08/16/20	--1----		1				\$1,000.00		5.30			
N26	All	08/12/20	08/13/20	LN (M-Su)	CM	11:00 PM-11:30 PM	---1---	1:00	1	\$650.00	P03	3.40	NM	1	\$650.00
				»WHAS11 NEWS AT 11 M-F (11:00 PM-11:30 PM)											
				(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: 08/10/20	08/16/20	---1---		1				\$650.00		3.40			
N27	All	08/12/20	08/12/20	Jimmy Kimmel	CM	1135p-1237a	--1----	1:00	1	\$250.00	P01	1.70	NM	1	\$250.00
				»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: 08/10/20	08/16/20	--1----		1				\$250.00		1.70			
													Totals	36	\$18,550.00