

ORDER

Orders
Order / Rev: 2054004
Alt Order #: WOC12627911
Product Desc: MMCCO
Estimate: 8462
Flight Dates: 08/26/20 - 09/01/20
Original Date / Rev: 08/07/20 / 08/25/20
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	08/30/20	25	\$9,975.00	\$8,478.75
08/31/20	09/01/20	11	\$3,650.00	\$3,102.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	25	\$9,975.00	\$8,478.75	98.60
September 2020	11	\$3,650.00	\$3,102.50	45.80
Totals	36	\$13,625.00	\$11,581.25	144.40

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%	\$13,625.00
Market	100%	\$61,931.82

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$48,306.82
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	08/26/20	09/01/20	Local News @ 6a M-F	CM	6-7a	11-1---	:30	3	\$175.00	P02	3.30	NM	3	\$525.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 6A)505 Index: 131. Nielsen: 0.7															

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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	08/26/20	08/28/20	Good Morning America	CM	7-9a	--111--	:30	3	\$300.00	P03	4.00	NM	3	\$900.00
»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:		08/26/20	09/01/20	11-1---					3	\$175.00		3.30			
N 3	All	08/26/20	08/29/20	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:		08/24/20	08/30/20	--111--					3	\$300.00		4.00			
N 4	All	08/26/20	08/30/20	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:		08/24/20	08/30/20	-----1					1	\$175.00		3.50			
N 5	All	08/26/20	08/31/20	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$200.00	P01	2.80	NM	3	\$600.00
»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:		08/26/20	09/01/20	1-1-1--					3	\$200.00		2.80			
N 6	All	08/26/20	09/01/20	Local News @ 4p M-F	CM	4:30 PM-4:58 PM	-1-11--	:30	3	\$200.00	P01	3.20	NM	3	\$600.00
»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:		08/26/20	09/01/20	-1-11--					3	\$200.00		3.20			
N 7	All	08/26/20	08/31/20	Local News @ 530p M-F	CM	530-6p	1-1-1--	:30	3	\$450.00	P02	5.10	NM	3	\$1,350.00
»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:		08/26/20	09/01/20	1-1-1--					3	\$450.00		5.10			
N 8	All	08/26/20	09/01/20	Local News @ 6p M-F	CM	6-630p	11-1---	:30	3	\$500.00	P02	6.20	NM	3	\$1,500.00
»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:		08/26/20	09/01/20	11-1---					3	\$500.00		6.20			
N 9	All	08/26/20	09/01/20	Inside Ed 730-8p	CM	730-8p	111----	:30	3	\$500.00	P02	5.30	NM	3	\$1,500.00
»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:		08/26/20	09/01/20	111----					3	\$500.00		5.30			
N 10	All	08/26/20	09/01/20	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:		08/26/20	09/01/20	-1-----					1	\$825.00		4.10			
<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	All	08/26/20-09/01/20	Tue Prime A			8-9p	-T-----	:30		(\$825.00)	4.10	NM			
See MG 10.2															
[Program Change-NBA Playoffs Prime-mw]															
2	All	08/26/20-09/01/20	Fri Prime Other			8-11p	-----F----	:30		\$825.00	4.10	NM			
Ⓜ MG for 10.1 09/01															
N 11	All	08/26/20	08/26/20	Wed Prime B	CM	9-10p	--1----	:30	1	\$700.00	P02	3.60	NM	1	\$700.00
»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:		08/24/20	08/30/20	--1----					1	\$700.00		3.60			
N 12	All	08/26/20	08/27/20	Thu Prime A	CM	8-9p	---1---	:30	1	\$600.00	P02	3.10	NM	1	\$600.00
»HOLEY MOLEY II: THE SEQU (Program: »HOLEY MOLEY II: THE SEQUEL)505 Index: 116. Nielsen: 1.4															

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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:		08/24/20	08/30/20	---1---		1				\$600.00		3.10			
N13	All	08/26/20	08/29/20	Sat Prime A	CM	8-9p	-----1-	:30	1	\$350.00	P02	6.20	NM	1	\$350.00
				»AMER FUNNIEST HOME VIDI											
				(Program: »AMER FUNNIEST HOME VIDEOS SAT)505 Index: 124. 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:		08/24/20	08/30/20	-----1-		1				\$350.00		6.20			
N14	All	08/26/20	08/29/20	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:		08/24/20	08/30/20	-----1-		1				\$350.00		2.50			
N15	All	08/26/20	08/30/20	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:		08/24/20	08/30/20	-----1		1				\$900.00		6.20			
N16	All	08/26/20	08/30/20	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:		08/24/20	08/30/20	-----1		1				\$1,275.00		6.80			
N17	All	08/26/20	09/01/20	Local News @ 11p M-F	CM	11-1135p	-1-11--	:30	3	\$325.00	P03	3.40	NM	3	\$975.00
				»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:		08/26/20	09/01/20	-1-11--		3				\$325.00		3.40			
N18	All	08/26/20	08/31/20	Jimmy Kimmel	CM	1135p-1237a	1-1-1--	:30	3	\$125.00	P01	1.70	NM	3	\$375.00
				»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:		08/26/20	09/01/20	1-1-1--		3				\$125.00		1.70			
													Totals	36	\$13,625.00