

# ORDER

**Orders**  
**Order / Rev:** 1975993  
**Alt Order #:** WOC12472284  
**Product Desc:** MMCCO  
**Estimate:** 7730  
**Flight Dates:** 04/01/20 - 04/07/20  
**Original Date / Rev:** 03/31/20 / 04/08/20  
**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:** A18+  
**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
03/30/20	04/07/20	48	\$11,035.00	\$9,379.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	48	\$11,035.00	\$9,379.75	160.70
<b>Totals</b>	<b>48</b>	<b>\$11,035.00</b>	<b>\$9,379.75</b>	<b>160.70</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	18%	\$11,035.00
Market	100%	\$61,305.56

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$50,270.56
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	04/01/20	04/07/20	Local News @ 6a M-F	CM	6-7a	111-1--	:30	4	\$160.00	P03	2.70	NM	4	\$640.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 103. Nielsen: 2.6142951023904555 »WHAS11 WAKE UP NEWS @															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/01/20	04/07/20	111-1--		4				\$160.00		2.70			

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 Estimate: 7730  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	04/01/20	04/07/20	Good Morning America »GOOD MORNING AMERICA	CM	7-9a	1111---	:30	4	\$250.00	P03	3.70	NM	4	\$1,000.00
(Program: »GOOD MORNING AMERICA)511 Index: 111. Nielsen: 3.36433258036592															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	1111---			4		\$250.00		3.70				
N 3	All	04/01/20	04/07/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON	CM	12-1p	1111--	:30	5	\$150.00	P02	2.40	NM	5	\$750.00
(Program: »WHAS11 NEWS AT NOON)511 Index: 109. Nielsen: 2.186828620308025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	1111--			5		\$150.00		2.40				
N 4	All	04/01/20	04/07/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P	CM	4-5p	1111--	:30	5	\$150.00	P03	2.80	NM	5	\$750.00
(Program: »WHAS11 NEWS @ 4P)511 Index: 116. Nielsen: 2.423578660872875															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	1111--			5		\$150.00		2.80				
N 5	All	04/01/20	04/07/20	Local News @ 530p M-F »WHAS11 NEWS @ 530P	CM	530-6p	-1-11--	:30	3	\$275.00	P04	4.60	NM	4	\$550.00
(Program: »WHAS11 NEWS @ 530P)511 Index: 118. Nielsen: 3.91415606593692															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	-1-11--			3		\$275.00		4.60				
<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	04/01/20-04/07/20	Local News @ 530p M-F			530-6p	-T-ThF----	:30		<del>(\$275.00)</del>		4.60	NM		
See MG 5.4,5.5 [Recon Preempt-DNA-SCHEDULE CHANGE]															
2	All	04/01/20-04/07/20	Local News @ 530p M-F			530-6p	-T-ThF----	:30		<del>(\$275.00)</del>		4.60	NM		
See MG 5.6,5.7 [Recon Preempt-DNA-SCHEDULE CHANGE]															
3	All	04/01/20-04/07/20	Local News @ 530p M-F			530-6p	-T-ThF----	:30		<del>(\$275.00)</del>		4.60	NM		
Credited															
4	All	04/06/20-04/06/20	The View			11-12p	M-----	:30		\$125.00		0.00	NM		
Ⓜ MG for 5.1 04/02 [Approved MG 4/3]															
5	All	04/07/20-04/07/20	Local News @ 12p M-F			12-1p	-T-----	:30		\$150.00		0.00	NM		
Ⓜ MG for 5.1 04/02 [Approved MG 4/3]															
6	All	04/07/20-04/07/20	The View			11-12p	-T-----	:30		\$125.00		4.60	NM		
Ⓜ MG for 5.2 04/03															
7	All	04/07/20-04/07/20	Local News @ 4p M-F			4-5p	-T-----	:30		\$150.00		4.60	NM		
Ⓜ MG for 5.2 04/03															
N 6	All	04/01/20	04/07/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 6:	CM	6-630p	111-1--	:30	4	\$300.00	P04	5.50	NM	4	\$1,200.00
(Program: »WHAS11 NEWS @ 6 & 6: 630p Su-F)511 Index: 112. Nielsen: 4.876631165330685															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	111-1--			4		\$300.00		5.50				
N 7	All	04/01/20	04/03/20	ABC World News »ABC World News	CM	630-7p	--111--	:30	3	\$500.00	P04	6.10	NM	3	\$1,500.00
(Program: »ABC World News)511 Index: 107. Nielsen: 5.730087075933666															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	--111--			3		\$500.00		6.10				
<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	03/30/20-04/05/20	ABC World News			630-7p	--WThF----	:30		<del>(\$500.00)</del>		6.10	NM		
See MG 7.4 [NA/Oversold-spot already placed-mw]															
4	All	03/30/20-04/05/20	ABC World News			630-7p	--W-----	:30		\$500.00		6.10	NM		
Ⓜ MG for 7.1 04/01															
N 8	All	04/01/20	04/07/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	-111---	:30	3	\$400.00	P03	5.00	NM	3	\$1,200.00
(Program: »ENTERTAINMENT TONIGHT)511 Index: 105. Nielsen: 4.822950848702176															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	-111---			3		\$400.00		5.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	All	04/01/20	04/06/20	Local News @ 11p M-F	CM	11-1135p	1-1-1--	:30	3	\$250.00	P03	3.20	NM	3	\$750.00
				»WHAS11 NEWS AT 11 M-F/ST											
				(Program: »WHAS11 NEWS AT 11 M-F/SU)511 Index: 115. Nielsen: 2.9954863074559697											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	1-1-1--			3		\$250.00		3.20				
N 10	All	04/01/20	04/06/20	Jimmy Kimmel DB*	CM	1205-107a	1-11---	:30	3	\$80.00	P03	1.60	NM	3	\$240.00
				»JIMMY KIMMEL LIVE											
				(Program: »JIMMY KIMMEL LIVE)511 Index: 111. Nielsen: 1.4938645445850702											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/01/20	04/07/20	1-11---			3		\$80.00		1.60				
<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>		
3	All	04/01/20-04/07/20		Jimmy Kimmel DB*		1205-107a	M-WTh----	:30		<del>(\$80.00)</del>		1.60	NM		
See MG 10.4															
[Program Change-Jimmky K back to 11"30p-rmw]															
4	All	04/01/20-04/07/20		Jimmy Kimmel		1135p-1237a	M-----	:30		\$80.00		1.60	NM		
Ⓜ MG for 10.3 04/06															
N 11	All	04/01/20	04/04/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$140.00	P02	3.20	NM	1	\$140.00
				»GOOD MORNING AMERICA											
				(Program: »GOOD MORNING AMERICA)511 Index: 104. Nielsen: 3.0396781564360102											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1-			1		\$140.00		3.20				
N 12	All	04/01/20	04/04/20	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$180.00	P03	6.00	NM	1	\$180.00
				Local News @ 630p Sa											
				(Program: »WHAS11 NEWS @ 6:30p)511 Index: 138. Nielsen: 4.60666177949912											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1-			1		\$180.00		6.00				
N 13	All	04/01/20	04/04/20	Local News @ 11p Sa	CM	Various	-----1-	:30	1	\$175.00	P03	3.00	NM	1	\$175.00
				Local News @ 11p Sa DB											
				(Program: »WHAS11 NEWS AT 11 SAT)511 Index: 106. Nielsen: 4.059326937627035											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1-			1		\$175.00		3.00				
N 14	All	04/01/20	04/05/20	Good Morning America	CM	8:00 AM-9:00 AM	-----1	:30	1	\$140.00	P03	3.30	NM	1	\$140.00
				»GOOD MORNING AMERICA (8:00 AM-9:00 AM)											
				(Program: »GOOD MORNING AMERICA)511 Index: 103. Nielsen: 3.1835289308392998											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1			1		\$140.00		3.30				
N 15	All	04/01/20	04/05/20	This Week Su	CM	9-10a	-----1	:30	1	\$120.00	P04	2.30	NM	1	\$120.00
				»THIS WEEK											
				(Program: »THIS WEEK)511 Index: 97. Nielsen: 2.3705259287273246											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1			1		\$120.00		2.30				
N 16	All	04/01/20	04/05/20	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$275.00	P04	6.00	NM	1	\$275.00
				»WHAS11 NEWS @ 630p											
				(Program: »WHAS11 NEWS @ 630p)511 Index: 106. Nielsen: 6.560556260556339											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1			1		\$275.00		6.00				
N 17	All	04/01/20	04/05/20	Sun Prime A	CM	7-8p	-----1	:30	1	\$1,150.00	P01	6.40	NM	1	\$1,150.00
				»FUNNIEST HOME VIDEOS											
				(Program: »FUNNIEST HOME VIDEOS)511 Index: 116. Nielsen: 5.466213791109851											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	-----1			1		\$1,150.00		6.40				
N 18	WHAS	04/02/20	04/02/20	The View	CM	11-12p	---T---	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	---T---			1		\$125.00		0.00				
N 19	WHAS	04/02/20	04/02/20	Local News @ 5a M-F	CM	5-6a	---T---	:30	1	\$100.00	P03	0.00	NM	1	\$100.00
				Local News @ 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/30/20	04/05/20	---T---			1		\$100.00		0.00				
N 20	WHAS	04/05/20	04/05/20	NCIS NO 1205-105a Su	CM	1205-105a	-----S	:30	1	\$50.00	P04	0.00	NM	1	\$50.00
				NCIS NO 1205-105a Su											

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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: 03/30/20	04/05/20	-----S	1	\$50.00	0.00								
													Totals	48	\$11,035.00