

# ORDER

**Orders**  
**Order / Rev:** 1984730  
 Alt Order #: WOC12482914  
 Product Desc: MMCCO  
 Estimate: 7749  
 Flight Dates: 04/15/20 - 04/21/20  
 Original Date / Rev: 04/14/20 / 04/14/20  
 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	04/21/20	44	\$9,445.00	\$8,028.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	44	\$9,445.00	\$8,028.25	153.30
<b>Totals</b>	<b>44</b>	<b>\$9,445.00</b>	<b>\$8,028.25</b>	<b>153.30</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	16%	\$9,445.00
Market	100%	\$59,031.25

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$49,586.25
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	04/15/20	04/20/20	Local News @ 6a M-F	CM	6-7a	1-111--	:30	4	\$140.00	P03	2.70	NM	4	\$560.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 103. Nielsen: 2.6142951023904555 Start Date: 04/15/20 End Date: 04/21/20 Weekdays: 1-111-- Spots/Week: 4 Rate: \$140.00 Rating: 2.70															

Order / Rev: 1984730  
 Alt Order #: WOC12482914  
 Flight Dates: 04/15/20 - 04/21/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY  
 Product Desc: MMCCO  
 Estimate: 7749  
**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: 04/15/20	04/21/20	1-111--		4				\$140.00		2.70			
N 2	All	04/15/20	04/21/20	Good Morning America	CM	7-9a	111----	:30	3	\$210.00	P04	3.70	NM	3	\$630.00
		»GOOD MORNING AMERICA (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: 04/15/20	04/21/20	111----		3				\$210.00		3.70			
N 3	All	04/15/20	04/20/20	Great Day Live 9-10a	CM	9-10a	1-11---	:30	3	\$50.00	P03	1.20	NM	3	\$150.00
		»GREAT DAY LIVE (Program: »GREAT DAY LIVE)511 Index: 115. Nielsen: 1.0792948504859101													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/20	04/21/20	1-11---		3				\$50.00		1.20			
N 4	All	04/15/20	04/21/20	Local News @ 12p M-F	CM	12-1p	11-11--	:30	4	\$150.00	P02	2.40	NM	4	\$600.00
		»WHAS11 NEWS AT NOON (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: 04/15/20	04/21/20	11-11--		4				\$150.00		2.40			
N 5	All	04/15/20	04/21/20	Pandemic	CM	1-2p	-1-11--	:30	3	\$100.00	P02	1.50	NM	3	\$300.00
		(Program: »GMA3)511 Index: 106. Nielsen: 1.368117607469165													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/20	04/21/20	-1-11--		3				\$100.00		1.50			
N 6	All	04/15/20	04/21/20	Local News @ 4p M-F	CM	4-5p	11111--	:30	5	\$150.00	P03	2.80	NM	5	\$750.00
		»WHAS11 NEWS @ 4P (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: 04/15/20	04/21/20	11111--		5				\$150.00		2.80			
N 7	All	04/15/20	04/20/20	ABC World News Sa	CM	6-630p	-----1-	:30	1	\$300.00	P04	2.10	NM	1	\$300.00
		ABC World News Sa (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: 04/15/20	04/21/20	-----1-		1				\$300.00		2.10			
N 8	All	04/15/20	04/21/20	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$300.00	P04	5.50	NM	5	\$1,500.00
		»WHAS11 NEWS @ 6 & 6:30p 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: 04/15/20	04/21/20	11111--		5				\$300.00		5.50			
N 9	All	04/15/20	04/21/20	ABC World News	CM	630-7p	11-1---	:30	3	\$500.00	P04	6.10	NM	3	\$1,500.00
		»ABC World News (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: 04/15/20	04/21/20	11-1---		3				\$500.00		6.10			
N 10	All	04/15/20	04/20/20	ET 7-730p	CM	7-730p	1-1-1--	:30	3	\$350.00	P03	5.00	NM	3	\$1,050.00
		»ENTERTAINMENT TONIGHT (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: 04/15/20	04/21/20	1-1-1--		3				\$350.00		5.00			
N 11	All	04/15/20	04/21/20	Local News @ 11p M-F	CM	11-1135p	11111--	:30	5	\$250.00	P03	3.20	NM	5	\$1,250.00
		»WHAS11 NEWS AT 11 M-F/SU (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: 04/15/20	04/21/20	11111--		5				\$250.00		3.20			
N 12	All	04/15/20	04/18/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$140.00	P03	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: 04/13/20	04/19/20	-----1-		1				\$140.00		3.20			
N 13	All	04/15/20	04/18/20	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: 04/15/20	04/21/20	-----1-		1				\$180.00		6.00			

Order / Rev: 1984730  
 Alt Order #: WOC12482914  
 Flight Dates: 04/15/20 - 04/21/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY  
 Product Desc: MMCCO  
 Estimate: 7749  
**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: 04/13/20	04/19/20	-----1-		1				\$180.00		6.00			
N14	All	04/15/20	04/19/20	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: 04/13/20	04/19/20	-----1		1				\$140.00		3.30			
N15	All	04/15/20	04/19/20	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: 04/13/20	04/19/20	-----1		1				\$120.00		2.30			
N16	All	04/15/20	04/19/20	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: 04/13/20	04/19/20	-----1		1				\$275.00		6.00			
													Totals	44	\$9,445.00