

ORDER

Orders
Order / Rev: 1988419
Alt Order #: WOC12487295
Product Desc: MMCCO
Estimate: 7758
Flight Dates: 04/22/20 - 04/23/20
Original Date / Rev: 04/21/20 / 04/21/20
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	04/23/20	10	\$2,750.00	\$2,337.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	10	\$2,750.00	\$2,337.50	37.60
Totals	10	\$2,750.00	\$2,337.50	37.60

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	15%	\$2,750.00
Market	100%	\$18,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$15,583.33
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	04/22/20	04/23/20	Local News @ 6a M-F	CM	6-7a	--- 1---	:30	1	\$140.00	P04	2.70	NM	1	\$140.00
(Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 103. Nielsen: 2.6142951023904555 Start Date: 04/20/20 End Date: 04/26/20 Weekdays: --- 1--- Spots/Week: 1 Rate: \$140.00 Rating: 2.70															

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 Flight Dates: 04/22/20 - 04/23/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 7758
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	04/22/20	04/22/20	Good Morning America »GOOD MORNING AMERICA	CM	7-9a	-- 1----	:30	1	\$210.00	P04	3.70	NM	1	\$210.00
(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:		04/20/20	04/26/20	-- 1----					1	\$210.00		3.70			
N 3	All	04/22/20	04/22/20	Great Day Live 9-10a »GREAT DAY LIVE	CM	9-10a	-- 1----	:30	1	\$50.00	P03	1.20	NM	1	\$50.00
(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:		04/20/20	04/26/20	-- 1----					1	\$50.00		1.20			
N 4	All	04/22/20	04/23/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON	CM	12-1p	--- 1---	:30	1	\$150.00	P02	2.40	NM	1	\$150.00
(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:		04/20/20	04/26/20	--- 1---					1	\$150.00		2.40			
N 5	All	04/22/20	04/22/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P	CM	4-5p	-- 1----	:30	1	\$150.00	P03	2.80	NM	1	\$150.00
(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:		04/20/20	04/26/20	-- 1----					1	\$150.00		2.80			
N 6	All	04/22/20	04/23/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 6:	CM	6-630p	-- 11---	:30	2	\$300.00	P04	5.50	NM	2	\$600.00
(Program: »WHAS11 NEWS @ 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:		04/20/20	04/26/20	-- 11---					2	\$300.00		5.50			
N 7	All	04/22/20	04/23/20	ABC World News »ABC World News	CM	630-7p	--- 1---	:30	1	\$500.00	P04	6.10	NM	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:		04/20/20	04/26/20	--- 1---					1	\$500.00		6.10			
N 8	All	04/22/20	04/23/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F/S(11:00 PM-11:30 PM)	CM	11:00 PM-11:30	PI--- 1---	:30	1	\$250.00	P03	3.20	NM	1	\$250.00
(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:		04/20/20	04/26/20	--- 1---					1	\$250.00		3.20			
<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	All	04/20/20-04/26/20		LN (M-Su)		11:00 PM-11:30	PI--- 1---	:30		(\$250.00)		3.20	NM		
See MG 8.2															
[Input Error-incorrect inv code 11p News DB-mw]															
2	All	04/20/20-04/26/20		Local News @ 11p M-F DB	Various		---Th-----	:30		\$250.00		3.20	NM		
Ⓜ MG for 8.1 04/23															
N 9	All	04/22/20	04/23/20	NFL Draft Prime NFL DRAFT RND 1	CM	Various	--- 1---	:30	1	\$700.00	P03	4.50	NM	1	\$700.00
(Program: NFL DRAFT RND 1)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/20	04/26/20	--- 1---					1	\$700.00		4.50			
													Totals	10	\$2,750.00