

ORDER

Orders
Order / Rev: 1989480
Alt Order #: WOC12488698
Product Desc: MMCCO
Estimate: 7770
Flight Dates: 04/24/20 - 04/30/20
Original Date / Rev: 04/23/20 / 04/23/20
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	04/26/20	7	\$2,480.00	\$2,108.00
04/27/20	04/30/20	17	\$6,880.00	\$5,848.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	7	\$2,480.00	\$2,108.00	26.40
May 2020	17	\$6,880.00	\$5,848.00	57.70
Totals	24	\$9,360.00	\$7,956.00	84.10

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%	\$9,360.00
Market	100%	\$58,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAVE	18%	\$10,530.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	27%	\$15,795.00
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	39%	\$22,815.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	04/24/20	04/30/20	Local News @ 6a M-F	CM	6-7a	11-1---	1:00	3	\$280.00	P03	2.70	NM	3	\$840.00
»WHAS11 WAKE UP NEWS @															
(Program: »WHAS11 WAKE UP NEWS @ 6A)511 Index: 103. Nielsen: 2.6142951023904555															

Order / Rev: 1989480
 Alt Order #: WOC12488698
 Flight Dates: 04/24/20 - 04/30/20

Advertiser: POL/ Mitch McConnell / R / US SEN / KY
 Product Desc: MMCCO
 Estimate: 7770
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:		04/24/20	04/30/20	11-1---					3	\$280.00		2.70			
N 2	All	04/24/20	04/30/20	Good Morning America	CM	7-9a	1--11--	1:00	3	\$420.00	P04	3.70	NM	3	\$1,260.00
				»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:		04/24/20	04/30/20	1--11--					3	\$420.00		3.70			
N 3	All	04/24/20	04/29/20	Local News @ 12p M-F	CM	12-1p	-11-1--	1:00	3	\$300.00	P02	2.40	NM	3	\$900.00
				»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:		04/24/20	04/30/20	-11-1--					3	\$300.00		2.40			
N 4	All	04/24/20	04/30/20	Local News @ 4p M-F	CM	4-5p	1-11---	1:00	3	\$300.00	P03	2.80	NM	3	\$900.00
				»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:		04/24/20	04/30/20	1-11---					3	\$300.00		2.80			
N 5	All	04/24/20	04/27/20	ET 7-730p	CM	7-730p	1---1--	1:00	2	\$500.00	P03	4.20	NM	2	\$1,000.00
				ET 7-730p											
				(Program: »WHAS11 NEWS @ 5p)511 Index: 123. Nielsen: 3.42477671389916											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/24/20	04/30/20	1---1--					2	\$500.00		4.20			
<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	04/24/20-04/30/20		ET 7-730p			7-730p		M----F----	1:00	(\$500.00)	4.20	NM		
See MG 5.3															
[Input Error-incorrect inv code/NFL Draft-mw]															
3	All	04/24/20-04/30/20		ET 7-730p			7-730p		-TW-----	1:00	\$500.00	4.20	NM		
Ⓜ MG for 5.1 04/24															
N 6	All	04/24/20	04/30/20	Local News @ 6p M-F	CM	6-630p	1--11--	1:00	3	\$600.00	P04	5.50	NM	3	\$1,800.00
				»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:		04/24/20	04/30/20	1--11--					3	\$600.00		5.50			
N 7	All	04/24/20	04/30/20	LN (M-Su)	CM	11-1135p	11-1---	1:00	3	\$500.00	P03	3.20	NM	3	\$1,500.00
				»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:		04/24/20	04/30/20	11-1---					3	\$500.00		3.20			
N 8	All	04/24/20	04/25/20	Local News @ 630p Sa	DM	7-730p	-----1-	1:00	1	\$360.00	P02	6.00	NM	1	\$360.00
				Local News @ 630p Sa DB											
				(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:		04/20/20	04/26/20	-----1-					1	\$360.00		6.00			
N 9	All	04/24/20	04/26/20	Good Morning America	SM	8:00 AM-9:00 AM	-----1	1:00	1	\$280.00	P03	3.30	NM	1	\$280.00
				»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:		04/20/20	04/26/20	-----1					1	\$280.00		3.30			
N 10	All	04/24/20	04/25/20	Good Morning America	SM	7-9a	-----1-	1:00	1	\$280.00	P02	3.20	NM	1	\$280.00
				»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:		04/20/20	04/26/20	-----1-					1	\$280.00		3.20			
N 11	All	04/24/20	04/26/20	This Week Su	CM	9-10a	-----1	1:00	1	\$240.00	P04	2.30	NM	1	\$240.00
				»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:		04/20/20	04/26/20	-----1					1	\$240.00		2.30			
													Totals	24	\$9,360.00