

ORDER

Orders
Order / Rev: 1996582
Alt Order #: WOC12499934
Product Desc: MMCCO
Estimate: 7797
Flight Dates: 05/08/20 - 05/14/20
Original Date / Rev: 05/07/20 / 05/08/20
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: 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
04/27/20	05/14/20	19	\$4,890.00	\$4,156.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	19	\$4,890.00	\$4,156.50	68.30
Totals	19	\$4,890.00	\$4,156.50	68.30

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%	\$4,890.00
Market	100%	\$32,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$27,710.00
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	05/08/20	05/14/20	Local News @ 6a M-F	CM	6-7a	1--1---	1:00	2	\$140.00	P04	2.90	NM	2	\$280.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 104. Nielsen: 1.1 Start Date: 05/08/20 End Date: 05/14/20 Weekdays: 1--1--- Spots/Week: 2 Rate: \$140.00 Rating: 2.90															

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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	05/08/20	05/08/20	Local News @ 6a M-F »WHAS11 WAKE UP NEWS @	CM	6-7a	----1--	1:00	1	\$280.00	P03	2.90	NM	1	\$280.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 104. 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:		05/04/20	05/10/20	----1--			1	\$280.00	2.90						
N 3	All	05/08/20	05/14/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	1-11---	1:00	3	\$200.00	P04	3.80	NM	3	\$600.00
(Program: »GOOD MORNING AMERICA - P4)511 Index: 108. 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:		05/08/20	05/14/20	1-11---			3	\$200.00	3.80						
N 4	All	05/08/20	05/14/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P	CM	12-1p	1--1---	1:00	2	\$80.00	P04	2.30	NM	2	\$160.00
(Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. 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:		05/08/20	05/14/20	1--1---			2	\$80.00	2.30						
<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	05/08/20-05/14/20	Local News @ 12p M-F			12-1p	M--Th-----	1:00		(\$80.00)		2.30	NM		
See MG 4.3,4.4 [NA/Oversold]															
2	All	05/08/20-05/14/20	Local News @ 12p M-F			12-1p	M--Th-----	1:00		(\$80.00)		2.30	NM		
See MG 4.3,4.4 [NA/Oversold]															
3	All	05/13/20-05/13/20	Local News @ 5a M-F			5-6a	--W-----	1:00		\$80.00		2.30	NM		
Ⓜ MG for 4.2,4.1															
4	All	05/14/20-05/14/20	Local News @ 5a M-F			5-6a	---Th-----	1:00		\$80.00		2.30	NM		
Ⓜ MG for 4.2,4.1															
N 5	All	05/08/20	05/08/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P	CM	12-1p	----1--	1:00	1	\$300.00	P02	2.30	NM	1	\$300.00
(Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. 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:		05/04/20	05/10/20	----1--			1	\$300.00	2.30						
N 6	All	05/08/20	05/11/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P - P4	CM	4-5p	1-----	1:00	1	\$220.00	P03	2.80	NM	1	\$220.00
(Program: »WHAS11 NEWS @ 4P - P4)511 Index: 115. 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:		05/08/20	05/14/20	1-----			1	\$220.00	2.80						
N 7	All	05/08/20	05/08/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P - P4	CM	4-5p	----1--	1:00	1	\$300.00	P03	2.80	NM	1	\$300.00
(Program: »WHAS11 NEWS @ 4P - P4)511 Index: 115. 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:		05/04/20	05/10/20	----1--			1	\$300.00	2.80						
N 8	All	05/08/20	05/14/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p -	CM	6-630p	-111---	1:00	3	\$650.00	P03	5.70	NM	3	\$1,950.00
(Program: »WHAS11 NEWS @ 6 & 630p - P4)511 Index: 114. Nielsen: 2.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		05/08/20	05/14/20	-111---			3	\$650.00	5.70						
N 9	All	05/08/20	05/14/20	LN (M-Su) »WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11-1---	1:00	3	\$200.00	P04	3.50	NM	3	\$600.00
(Program: »WHAS11 NEWS AT 11 M-F/SU - P4)511 Index: 118. Nielsen: 1.5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		05/08/20	05/14/20	11-1---			3	\$200.00	3.50						
N 10	All	05/08/20	05/09/20	Local News @ 630p Sa »WHAS11 NEWS @ 6:30p - P4(6:30 PM-7:00 PM)	CM	6:30 PM-7:00 PM	-----1-	1:00	1	\$100.00	P04	4.90	NM	1	\$100.00
(Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 126. Nielsen: 1.7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		05/04/20	05/10/20	-----1-			1	\$100.00	4.90						
N 11	All	05/08/20	05/10/20	Good Morning America »GOOD MORNING AMERICA -(8:00 AM-9:00 AM)	CM	8:00 AM-9:00 AM	-----1	1:00	1	\$100.00	P04	3.20	NM	1	\$100.00
(Program: »GOOD MORNING AMERICA - P4)511 Index: 102. 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:		05/04/20	05/10/20	-----1			1	\$100.00	3.20						

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													Totals	19	\$4,890.00