

ORDER

Orders
Order / Rev: 1996605
Alt Order #: WOC12500234
Product Desc: MMCCO
Estimate: 7800
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	35	\$5,980.00	\$5,083.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2020	35	\$5,980.00	\$5,083.00	139.50
Totals	35	\$5,980.00	\$5,083.00	139.50

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%	\$5,980.00
Market	100%	\$37,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$31,395.00
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	05/13/20	Local News @ 6a M-F	CM	6-7a	111----	:30	3	\$70.00	P04	2.90	NM	3	\$210.00
(Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 104. Nielsen: 1.1 »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:		05/08/20	05/14/20	111----		3		\$70.00		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--	:30	1	\$140.00	P03	2.90	NM	1	\$140.00
(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	\$140.00		2.90			
N 3	All	05/08/20	05/14/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	-111---	:30	3	\$100.00	P04	3.80	NM	3	\$300.00
(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	-111---					3	\$100.00		3.80			
N 4	All	05/08/20	05/08/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	----1--	:30	1	\$210.00	P03	3.80	NM	1	\$210.00
(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:		05/04/20	05/10/20	----1--					1	\$210.00		3.80			
N 5	All	05/08/20	05/14/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P	CM	12-1p	1111---	:30	4	\$40.00	P04	2.30	NM	3	\$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	1111---					4	\$40.00		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			MTWTh-----	:30	(\$40.00)	2.30	NM		
See MG 5.5,5.6,5.7 [NA/Oversold]															
2	All	05/08/20-05/14/20	Local News @ 12p M-F			12-1p			MTWTh-----	:30	(\$40.00)	2.30	NM		
See MG 5.5,5.6,5.7 [NA/Oversold]															
3	All	05/08/20-05/14/20	Local News @ 12p M-F			12-1p			MTWTh-----	:30	(\$40.00)	2.30	NM		
See MG 5.5,5.6,5.7 [NA/Oversold]															
4	All	05/08/20-05/14/20	Local News @ 12p M-F			12-1p			MTWTh-----	:30	(\$40.00)	2.30	NM		
See MG 5.5,5.6,5.7 [NA/Oversold]															
5	All	05/08/20-05/14/20	Local News @ 12p M-F			12-1p			MTWTh-----	:30	\$90.00	2.30	NM		
Ⓜ MG for 5.4,5.3,5.2,5.1 [Approved MG 5/8]															
6	All	05/13/20-05/13/20	Local News @ 12p M-F			12-1p			--W-----	:30	(\$35.00)	2.30	NM		
Ⓜ See MG 5.9 [Approved MG 5/8]															
7	All	05/11/20-05/14/20	Local News @ 12p M-F			12-1p			MTWTh-----	:30	(\$35.00)	2.30	NM		
Ⓜ See MG 5.8 [Approved MG 5/8]															
8	All	05/11/20-05/14/20	Pandemic			1-2p			--W-----	:30	\$35.00	2.30	NM		
Ⓜ MG for 5.7 05/11															
9	All	05/12/20-05/12/20	Pandemic			1-2p			-T-----	:30	\$35.00	2.30	NM		
Ⓜ MG for 5.6 05/13															
N 6	All	05/08/20	05/08/20	Local News @ 12p M-F »WHAS11 NEWS AT NOON - P	CM	12-1p	----1--	:30	1	\$150.00	P02	2.30	NM	1	\$150.00
(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	\$150.00		2.30			
N 7	All	05/08/20	05/14/20	Local News @ 4p M-F »WHAS11 NEWS @ 4P - P4	CM	4-5p	1-11---	:30	3	\$110.00	P03	2.80	NM	3	\$330.00
(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	1-11---					3	\$110.00		2.80			
N 8	All	05/08/20	05/14/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p -	CM	6-630p	1-11---	:30	3	\$325.00	P03	5.70	NM	3	\$975.00
(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	1-11---					3	\$325.00		5.70			

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N 9	All	05/08/20	05/08/20	Local News @ 6p M-F »WHAS11 NEWS @ 6 & 630p -	CM	6-630p	----1--	:30	1	\$300.00	P04	5.70	NM	1	\$300.00
(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:		05/04/20	05/10/20	----1--					1	\$300.00		5.70			
N 10	All	05/08/20	05/14/20	ABC World News »ABC World News - P4	CM	630-7p	11-1--	:30	3	\$500.00	P04	6.30	NM	3	\$1,500.00
(Program: »ABC World News - P4)511 Index: 106. Nielsen: 3.3															
		<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	11-1--					3	\$500.00		6.30			
N 11	All	05/08/20	05/14/20	ET 7-730p »ENTERTAINMENT TONIGHT	CM	7-730p	1-11--	:30	3	\$140.00	P04	5.00	NM	3	\$420.00
(Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 102. Nielsen: 2.3															
		<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	\$140.00		5.00			
N 12	All	05/08/20	05/12/20	Inside Ed 730-8p »INSIDE EDITION - P4	CM	730-8p	-1-----	:30	1	\$140.00	P04	4.60	NM	1	\$140.00
(Program: »INSIDE EDITION - P4)511 Index: 99. Nielsen: 2.3															
		<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-----					1	\$140.00		4.60			
N 13	All	05/08/20	05/08/20	Inside Ed 730-8p »INSIDE EDITION - P4	CM	730-8p	----1--	:30	1	\$350.00	P03	4.60	NM	1	\$350.00
(Program: »INSIDE EDITION - P4)511 Index: 99. Nielsen: 2.3															
		<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	\$350.00		4.60			
N 14	All	05/08/20	05/14/20	Jimmy Kimmel DB* Jimmy Kimmel DB	CM	1205-107a	--11---	:30	2	\$30.00	P04	1.70	NM	2	\$60.00
(Program: »JIMMY KIMMEL LIVE - P4)511 Index: 115. Nielsen: 0.7															
		<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	--11---					2	\$30.00		1.70			
N 15	All	05/08/20	05/08/20	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	----1--	:30	1	\$80.00	P03	1.70	NM	1	\$80.00
(Program: »JIMMY KIMMEL LIVE - P4)511 Index: 115. Nielsen: 0.7															
		<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	\$80.00		1.70			
N 16	All	05/08/20	05/09/20	Good Morning America »GOOD MORNING AMERICA -	CM	7-9a	-----1-	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
(Program: »GOOD MORNING AMERICA - P4)511 Index: 109. Nielsen: 1.0															
		<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	\$50.00		3.30			
N 17	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-	:30	1	\$50.00	P04	4.90	NM	1	\$50.00
(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	\$50.00		4.90			
N 18	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	:30	1	\$50.00	P04	3.20	NM	1	\$50.00
(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	\$50.00		3.20			
N 19	All	05/08/20	05/10/20	Local News @ 630p Su »WHAS11 NEWS @ 630p - P4	CM	630-7p	-----1	:30	1	\$180.00	P04	5.90	NM	1	\$180.00
(Program: »WHAS11 NEWS @ 630p - P4)511 Index: 111. 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:		05/04/20	05/10/20	-----1					1	\$180.00		5.90			
N 20	All	05/08/20	05/10/20	Sun Prime A »FUNNIEST HOME VIDEOS - F	CM	7-8p	-----1	:30	1	\$325.00	P04	6.80	NM	1	\$325.00
(Program: »FUNNIEST HOME VIDEOS - P4)511 Index: 123. Nielsen: 3.0															
		<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	\$325.00		6.80			

Totals 35 \$5,980.00