

ORDER

Orders
Order / Rev: 2011197
Alt Order #: WOC12524960
Product Desc: MMCCO
Estimate: 7991
Flight Dates: 06/09/20 - 06/15/20
Original Date / Rev: 06/08/20 / 06/16/20
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
06/01/20	06/15/20	38	\$6,100.00	\$5,185.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	38	\$6,100.00	\$5,185.00	145.90
Totals	38	\$6,100.00	\$5,185.00	145.90

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Stecker			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	All	06/09/20	06/12/20	Local News @ 6a M-F	CM	6-7a	- 1- 11- -	:30	3	\$140.00	P03	2.50	NM	3	\$420.00												
»WHAS11 WAKE UP NEWS @ (Program: »WHAS11 WAKE UP NEWS @ 6A - P4)511 Index: 106. Nielsen: 1.1 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 06/08/20</td> <td>06/14/20</td> <td>- 1- 11- -</td> <td>3</td> <td>\$140.00</td> <td>2.50</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 06/08/20	06/14/20	- 1- 11- -	3	\$140.00	2.50
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 06/08/20	06/14/20	- 1- 11- -	3	\$140.00	2.50																						
N 2	All	06/09/20	06/15/20	Good Morning America	CM	7-9a	1- 111- -	:30	4	\$100.00	P04	3.60	NM	4	\$400.00												
»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)511 Index: 109. Nielsen: 1.3 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 06/09/20</td> <td>06/15/20</td> <td>1- 111- -</td> <td>4</td> <td>\$100.00</td> <td>3.60</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 06/09/20	06/15/20	1- 111- -	4	\$100.00	3.60
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 06/09/20	06/15/20	1- 111- -	4	\$100.00	3.60																						
N 3	All	06/09/20	06/15/20	Local News @ 12p M-F	CM	12-1p	1- 11- - -	:30	3	\$90.00	P03	2.50	NM	3	\$270.00												
»WHAS11 NEWS AT NOON - P (Program: »WHAS11 NEWS AT NOON - P4)511 Index: 108. Nielsen: 1.2 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 06/09/20</td> <td>06/15/20</td> <td>1- 11- - -</td> <td>3</td> <td>\$90.00</td> <td>2.50</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 06/09/20	06/15/20	1- 11- - -	3	\$90.00	2.50
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 06/09/20	06/15/20	1- 11- - -	3	\$90.00	2.50																						
N 4	All	06/09/20	06/15/20	Local News @ 4p M-F	CM	4-5p	11- 11- -	:30	4	\$110.00	P03	3.20	NM	3	\$330.00												
»WHAS11 NEWS @ 4P - P4 (Program: »WHAS11 NEWS @ 4P - P4)511 Index: 121. Nielsen: 1.1 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 06/09/20</td> <td>06/15/20</td> <td>11- 11- -</td> <td>4</td> <td>\$110.00</td> <td>3.20</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 06/09/20	06/15/20	11- 11- -	4	\$110.00	3.20
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 06/09/20	06/15/20	11- 11- -	4	\$110.00	3.20																						

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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:		06/09/20	06/15/20	11-11--		4				\$110.00		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	06/09/20-06/15/20		Local News @ 4p M-F		4-5p			MT-ThF----	:30	(\$110.00)	3.20	NM		
		See MG 4.5 [Recon Preempt-DNA-SCHEDULE CHANGE]													
4	All	06/09/20-06/15/20		Local News @ 4p M-F		4-5p			MT-ThF----	:30	(\$110.00)	3.20	NM		
		Credited													
5	All	06/09/20-06/15/20		Local News @ 4p M-F		4-5p			-----F----	:30	\$110.00	3.20	NM		
		Ⓜ MG for 4.1 06/09 [Approved 6/10/20]													
N 5	All	06/09/20	06/12/20	Local News @ 6p M-F	CM	6-630p	-1111--	:30	4	\$325.00	P03	5.70	NM	4	\$1,300.00
		»WHAS11 NEWS @ 6 & 630p - (Program: »WHAS11 NEWS @ 6 & 630p - P4)511 Index: 113. 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:		06/08/20	06/14/20	-1111--		4				\$325.00		5.70			
N 6	All	06/09/20	06/15/20	ABC World News	CM	630-7p	-1-11--	:30	3	\$425.00	P04	6.90	NM	3	\$1,275.00
		»ABC World News - P4 (Program: »ABC World News - P4)511 Index: 115. 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:		06/09/20	06/15/20	-1-11--		3				\$425.00		6.90			
<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>		
2	All	06/09/20-06/15/20		ABC World News		630-7p			-T-ThF----	:30	(\$425.00)	6.90	NM		
		See MG 6.4													
4	All	06/09/20-06/15/20		ABC World News Su		6-630p			-----Su	:30	\$425.00	6.90	NM		
		Ⓜ MG for 6.2 06/11													
N 7	All	06/09/20	06/15/20	ET 7-730p	CM	7-730p	1111---	:30	4	\$140.00	P04	5.40	NM	4	\$560.00
		»ENTERTAINMENT TONIGHT - (Program: »ENTERTAINMENT TONIGHT - P4)511 Index: 107. 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:		06/09/20	06/15/20	1111---		4				\$140.00		5.40			
N 8	All	06/09/20	06/12/20	Jimmy Kimmel	CM	1135p-1237a	-1-11--	:30	3	\$60.00	P03	1.90	NM	3	\$180.00
		»JIMMY KIMMEL LIVE - P4 (Program: »JIMMY KIMMEL LIVE - P4)511 Index: 107. 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:		06/08/20	06/14/20	-1-11--		3				\$60.00		1.90			
N 9	All	06/09/20	06/15/20	Nightline	CM	1237-106a	111-1--	:30	4	\$20.00	P04	1.40	NM	4	\$80.00
		»NIGHTLINE - P4 (Program: »NIGHTLINE - P4)511 Index: 111. Nielsen: 0.5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/09/20	06/15/20	111-1--		4				\$20.00		1.40			
N 10	All	06/09/20	06/09/20	Tue Prime A	CM	8-9p	-1-----	:30	1	\$250.00	P04	3.10	NM	1	\$250.00
		»CONNORS/AMERICAN HWFE (Program: »CONNORS/AMERICAN HWFE - P4)511 Index: 102. 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:		06/08/20	06/14/20	-1-----		1				\$250.00		3.10			
N 11	All	06/09/20	06/12/20	Fri Prime Other	CM	8-11p	----1--	:30	1	\$150.00	P04	3.70	NM	1	\$150.00
		»20/20 - P4 (Program: »20/20 - P4)511 Index: 104. Nielsen: 2.0													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/08/20	06/14/20	----1--		1				\$150.00		3.70			
N 12	All	06/09/20	06/13/20	Good Morning America	CM	7-9a	-----1-	:30	1	\$50.00	P04	3.30	NM	1	\$50.00
		»GOOD MORNING AMERICA - (Program: »GOOD MORNING AMERICA - P4)511 Index: 103. 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:		06/08/20	06/14/20	-----1-		1				\$50.00		3.30			
N 13	All	06/09/20	06/13/20	Local News @ 630p Sa	CM	6:30 PM-7:00 PM	-----1-	:30	1	\$80.00	P03	4.90	NM	1	\$80.00
		»WHAS11 NEWS @ 6:30p - P4(6:30 PM-7:00 PM) (Program: »WHAS11 NEWS @ 6:30p - P4)511 Index: 121. 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:		06/08/20	06/14/20	-----1-		1				\$80.00		4.90			

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N 14	All	06/09/20	06/13/20	LN (M-Su) »WHAS11 NEWS AT 11 SAT - (11:00 PM-11:30 PM)	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	P04	4.00	NM	1	\$75.00
(Program: »WHAS11 NEWS AT 11 SAT - P4)511 Index: 122. Nielsen: 0.8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/08/20	06/14/20	-----1-					1	\$75.00		4.00			
N 15	All	06/09/20	06/14/20	Local News @ 630p Su »WHAS11 NEWS @ 630p - P4	CM	630-7p	-----1	:30	1	\$180.00	P04	5.80	NM	1	\$180.00
(Program: »WHAS11 NEWS @ 630p - P4)511 Index: 108. 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:		06/08/20	06/14/20	-----1					1	\$180.00		5.80			
N 16	All	06/09/20	06/14/20	Sun Prime A »FUNNIEST HOME VIDEOS - F	CM	7-8p	-----1	:30	1	\$500.00	P03	5.70	NM	1	\$500.00
(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:		06/08/20	06/14/20	-----1					1	\$500.00		5.70			
													Totals	38	\$6,100.00