

# ORDER

**Orders**  
**Order / Rev:** 2106927  
**Alt Order #:** WOC12758447  
**Product Desc:** MMCCO  
**Estimate:** 9592  
**Flight Dates:** 10/31/20 - 11/02/20  
**Original Date / Rev:** 10/30/20 / 10/30/20  
**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
10/26/20	11/02/20	16	\$10,520.00	\$8,942.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	16	\$10,520.00	\$8,942.00	49.70
<b>Totals</b>	<b>16</b>	<b>\$10,520.00</b>	<b>\$8,942.00</b>	<b>49.70</b>

**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	17%	\$10,520.00
Market	100%	\$61,882.35

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	83%	\$51,362.35
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	WHAS	10/31/20	11/02/20	Local News @ 5a M-F	CM	5-6a	1-----	1:00	1	\$160.00	P03	2.20	NM	1	\$160.00
				»WHAS11 WAKE UP NEWS @											
				505 Index: 131. Nielsen: 0.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/31/20	11/06/20	1-----			1	\$160.00	2.20						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHAS	10/31/20	11/02/20	Great Day Live 9-10a	CM	9-10a	1-----	1:00	1	\$80.00	P03	1.20	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/20	11/06/20	1-----					1	\$160.00		2.20			
		505 Index: 114. Nielsen: 0.6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/20	11/06/20	1-----					1	\$80.00		1.20			
		»GREAT DAY LIVE - P4													
N 4	WHAS	10/31/20	11/02/20	Access Daily 10-11a	CM	10-11a	1-----	1:00	1	\$80.00	P03	1.50	NM	1	\$80.00
		505 Index: 113. Nielsen: 0.4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/20	11/06/20	1-----					1	\$80.00		1.50			
		ACCESS													
N 5	WHAS	10/31/20	11/02/20	The View	CM	11-12p	1-----	1:00	1	\$180.00	P03	1.60	NM	1	\$180.00
		505 Index: 102. Nielsen: 1.0													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/20	11/06/20	1-----					1	\$180.00		1.60			
		»THE VIEW - P4													
N 6	WHAS	10/31/20	11/02/20	Local News @ 12p M-F	CM	12-1p	1-----	1:00	1	\$180.00	P03	2.70	NM	1	\$180.00
		505 Index: 120. Nielsen: 1.3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/20	11/06/20	1-----					1	\$180.00		2.70			
		»WHAS11 NEWS AT NOON - P													
N 7	WHAS	10/31/20	10/31/20	Local News @ 6a Sa	CM	6-7a	-----1-	1:00	1	\$120.00	P03	1.30	NM	1	\$120.00
		505 Index: 119. Nielsen: 0.6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-					1	\$120.00		1.30			
		»WAKE UP WEEKEND 6-7A - F													
N 8	WHAS	10/31/20	10/31/20	Good Morning America	CM	7-9a	-----1-	1:00	1	\$250.00	P02	3.20	NM	1	\$250.00
		505 Index: 112. Nielsen: 1.0													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-					1	\$250.00		3.20			
		»GOOD MORNING AMERICA -													
N 9	WHAS	10/31/20	10/31/20	Local News @ 9a Sa	CM	9-930a	-----1-	1:00	1	\$250.00	P02	4.40	NM	1	\$250.00
		505 Index: 117. Nielsen: 1.6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-					1	\$250.00		4.40			
		»WAKE UP WEEKEND 9-10A -													
N 10	WHAS	10/31/20	10/31/20	NCAA FB Daytime Early	GM	12-330p	-----1-	1:00	1	\$1,050.00	P02	5.00	NM	1	\$1,050.00
		505 Index: 99. Nielsen: 0.4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-					1	\$1,050.00		5.00			
		»ABC COLLEGE FOOTBALL 1:													
N 11	WHAS	10/31/20	10/31/20	NCAA FB Daytime Late	GM	330-7p	-----1-	1:00	1	\$1,500.00	P02	6.00	NM	1	\$1,500.00
		505 Index: 85. Nielsen: 1.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-					1	\$1,500.00		6.00			
		»ABC COLLEGE FOOTBALL 3:													
N 12	WHAS	10/31/20	10/31/20	NCAA Football Prime	CM	8-1130p	-----1-	1:00	1	\$1,500.00	P02	8.10	NM	1	\$1,500.00
		505 Index: 76. Nielsen: 0.7													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1-					1	\$1,500.00		8.10			
		»ABC PRIME COLLEGE FOOT													
N 13	WHAS	10/31/20	11/01/20	ROS EM (Su) 6-8a	CM	6-8a	-----1	1:00	1	\$120.00	P03	1.50	NM	1	\$120.00
		505 Index: 124. Nielsen: 0.5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1					1	\$120.00		1.50			
		»WAKE UP WEEKEND 6-8A - F													
N 14	WHAS	10/31/20	11/01/20	Good Morning America	GM	8:00 AM-9:00 AM	-----1	1:00	1	\$350.00	P02	3.00	NM	1	\$350.00
		505 Index: 108. Nielsen: 1.3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1					1	\$350.00		3.00			
		»GOOD MORNING AMERICA (8:00 AM-9:00 AM)													

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1		1				\$350.00		3.00			
N15	WHAS	10/31/20	11/01/20	This Week Su »THIS WEEK - P4	CM	9-10a	-----1	1:00	1	\$500.00	P04	2.30	NM	1	\$500.00
		505 Index: 103. 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: 10/26/20	11/01/20	-----1		1				\$500.00		2.30			
N16	WHAS	10/31/20	11/01/20	Sun Prime A »FUNNIEST HOME VIDEOS - F	CM	7-8p	-----1	1:00	1	\$1,800.00	P02	5.70	NM	1	\$1,800.00
		505 Index: 132. Nielsen: 3.4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----1		1				\$1,800.00		5.70			
N18	WHAS	11/02/20	11/02/20	Mon Prime Other DANCING WITH THE STARS	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----	1:00	1	\$2,400.00	P02	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	M-----		1				\$2,400.00		0.00			
													Totals	16	\$10,520.00