

ORDER



Orders
Order / Rev: 1693619
Alt Order #: WOC12595867
Product Desc: MMCCO
Estimate: 8148
Flight Dates: 07/08/20 - 07/10/20
Original Date / Rev: 07/07/20 / 07/07/20
Order Type: NORMAL

WAVE

Primary AE: Mahala Duff
Sales Office: SDF-N
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W Penn Ave
 Towson, MD 21204

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McConnell for Senate
Demographic: A35+
Product Codes: Candidate - National - Senate
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 62948
Agency External ID: 1244
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/20	07/10/20	11	\$8,750.00	\$7,437.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	11	\$8,750.00	\$7,437.50	51.85
Totals	11	\$8,750.00	\$7,437.50	51.85

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mahala Duff			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	WAVE	07/08/20	07/10/20	M-F News at 6a M-F News at 6a	CM	6:00 AM-7:00 AM	--1-1--	1:00	2	\$800.00	P-03	4.30	NM	2	\$1,600.00
(Program: »WAVE 3 SUNRISE 6:00AM)505 Index: 121. 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:		07/06/20	07/12/20	--1-1--					2	\$800.00		4.30			
N 2	WAVE	07/08/20	07/10/20	M-F News at 11a M-F News at 11a	CM	11:00 AM-12:00 PM	---11--	1:00	2	\$300.00	P-02	3.40	NM	2	\$600.00
(Program: »WAVE 3 NEWS MIDDAY)505 Index: 118. Nielsen: 1.6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	---11--					2	\$300.00		3.40			
N 3	WAVE	07/08/20	07/10/20	M-F News at 4p M-F News at 4p	CM	4:00 PM-5:00 PM	---11--	1:00	2	\$500.00	P-02	5.70	NM	2	\$1,000.00
(Program: »WAVE 3 NEWS AT 4PM)505 Index: 123. 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:		07/06/20	07/12/20	---11--					2	\$500.00		5.70			
N 4	WAVE	07/08/20	07/10/20	M-F News at 530p M-F News at 530p	CM	5:30 PM-6:00 PM	---11--	1:00	2	\$800.00	P-02	6.00	NM	2	\$1,600.00
(Program: »WAVE 3 NEWS AT 5:30PM)505 Index: 121. Nielsen: 2.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	---11--					2	\$800.00		6.00			
N 5	WAVE	07/08/20	07/10/20	M-Sa News at 11p M-Sa News at 11p	CM	11:00 PM-11:30 PM	----1--	1:00	1	\$950.00	P-02	5.10	NM	1	\$950.00

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Advertiser: McConnell for Senate
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 Estimate: 8148
 WAVE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: »WAVE 3 NEWS AT 11PM)505 Index: 113. 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: 07/06/20		07/06/20	07/12/20	----1--					1	\$950.00		5.10			
N 6	WAVE	07/09/20	07/09/20	NBC Thursday Prime HrCM	Blindspot		---1---	1:00	1	\$1,800.00	P-03	4.20	NM	1	\$1,800.00
				Blindspot											
(Program: »BLINDSPOT)505 Index: 114. 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: 07/06/20		07/06/20	07/12/20	---1---					1	\$1,800.00		4.20			
N 7	WAVE	07/10/20	07/10/20	NBC Friday Prime 2 HouCM	Dateline 9-11p		----1--	1:00	1	\$1,200.00	P-03	3.75	NM	1	\$1,200.00
				Dateline 9-11p											
(Program: »DATELINE NBC FRI)505 Index: 107. 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: 07/06/20		07/06/20	07/12/20	----1--					1	\$1,200.00		3.75			
													Totals	11	\$8,750.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Tammie Wingrove, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mitch McConnell

Authorized committee:

McConnell Senate Committee (C00193342)

Agency requesting time (and contact information):



N/A Mentzer Media Services / Tammie Wingrove 410-825-7034

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Senate

Date of election:

November 3, 2020



General



Primary

Treasurer of candidate's authorized committee:

Larry Steinberg- Treasurer/ Lisa Lisker- Assistant Treasurer

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:

Tammie Wingrove

Signature:

Nina Ballinger

Name: Tammie Wingrove

Name:

Nina Ballinger - NSA

Date of Request to Purchase Ad Time:

7/7/20

Date of Station Agreement to Sell Time:

7/7/20

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Tammie Wingrove

Name: Tammie Wingrove

Date: 06/30/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?



Yes



No

Date ad received:

6-30-20

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):



Yes



No



N/A

Disposition:



Accepted



Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*



Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

*MM20TV13H
Statues*

Contract #:

1693619

Station Call Letters:

WAVE

Date Received/Requested:

7/7/20

Est. #:

8148

Station Location:

Louisville, Ky

Run Start and End Dates:

7/8-7/10/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.