

# ORDER



**Orders**  
**Order / Rev:** 26143  
**Alt Order #:** 26788615  
**Product Desc:** MIKE BLOOMBERG 2020  
**Estimate:** 0119  
**Flight Dates:** 12/30/19 - 03/29/20  
**Original Date / Rev:** 01/24/20 / 01/24/20  
**Order Type:** GENERAL

**Primary AE:** Christopher Lynch  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Assembly  
**Buying Contact:**  
**Billing Contact:**  
 711 3rd Ave. 3rd Floor  
 New York, NY 10017

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

**Advertiser Name:** Political- Mike Bloomberg 2020  
**Demographic:** HH  
**Product Codes:** PL1  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/26/20	4	\$185.00	\$157.25
01/27/20	01/31/20	25	\$980.00	\$833.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	4	\$185.00	\$157.25	0.00
February 2020	25	\$980.00	\$833.00	0.00
<b>Totals</b>	<b>29</b>	<b>\$1,165.00</b>	<b>\$990.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Lynch			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WCOV-TV	15%	\$1,165.00
Market	100%	\$7,766.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$6,601.67
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	01/27/20	01/31/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	MTWTF--	:30	4	\$10.00	L-4	0.00	NM	4	\$40.00
COMMENTS APPLY TO SUB LINES A THRU A The Real Start Date    End Date    Weekdays    Spots/Week    Rate    Rating Week: 01/27/20    02/02/20    MTWTF--    4    \$10.00    0.00															
N 2	WCOV	01/27/20	01/31/20	Daytime 9a-10a Oz/And M-F 9a-10a Oz	CM	9a-10a	MTWTF--	:30	4	\$10.00	L-4	0.00	NM	4	\$40.00
COMMENTS APPLY TO SUB LINES A THRU A Dr. Oz															

Order / Rev: 26143  
 Alt Order #: 26788615  
 Flight Dates: 12/30/19 - 03/29/20

Advertiser: Political- Mike Bloomberg 2020  
 Product Desc: MIKE BLOOMBERG 2020  
 Estimate: 0119  
**WCOV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	01/27/20	01/31/20	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	MTWTF--	:30	5	\$50.00	L-4	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--		4				\$10.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Daily Mail															
N 4	WCOV	01/25/20	01/25/20	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--		5				\$50.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9															
N 5	WCOV	01/26/20	01/26/20	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/20/20	01/26/20	-----S-		1				\$50.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9															
N 6	WCOV	01/27/20	01/31/20	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	MTWTF--	:30	5	\$50.00	L-4	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--		5				\$50.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith															
N 7	WCOV	01/27/20	01/31/20	M-F 1005p-1105p M-F 1005p-1105p Dr. Oz	CM	1005p-1105p	MTWTF--	:30	5	\$20.00	L-4	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--		5				\$20.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Dr. Oz															
N 8	WCOV	01/25/20	01/25/20	Sa 11p-12a Sa 11p-12a 2 Broke Girls	CM	11p-12a	-----S-	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/20/20	01/26/20	-----S-		1				\$10.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Big Bang Theory															
N 9	WCOV	01/26/20	01/26/20	Su 10p-1030p Su 10p-1030p BBT	CM	10p-1030p	-----S	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/20/20	01/26/20	-----S		1				\$25.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Big Bang Theory															
N 10	WCOV	01/27/20	01/27/20	Mon 8p-9p Mon 8p-9p Prodigal Son	CM	8p-9p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	M-----		1				\$150.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Prodigal Son-FOX															
N 11	WCOV	01/29/20	01/29/20	Wed 8p-9p Wed 8p-9p Last Man Stand	CM	8p-9p (8:00 PM-8:30 PM)	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/27/20	02/02/20	--W----		1				\$150.00		0.00			
COMMENTS APPLY TO SUB LINES A THRU A Almost Family-FOX															
													Totals	29	\$1,165.00