

ORDER



WCOV-TV

Orders
Order / Rev: 26199
Alt Order #: 26792302
Product Desc: MIKE BLOOMBERG 2020
Estimate: 0121
Flight Dates: 12/30/19 - 03/29/20
Original Date / Rev: 01/30/20 / 01/30/20
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
01/27/20	02/07/20	26	\$3,585.00	\$3,047.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	26	\$3,585.00	\$3,047.25	0.00
Totals	26	\$3,585.00	\$3,047.25	0.00

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	20%	\$3,585.00
Market	100%	\$17,925.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$14,340.00
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	02/03/20	02/07/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	MTWTF--	:30	5	\$10.00	L-4	0.00	NM	5	\$50.00
COMMENTS APPLY TO SUB LINES A THRU A The Real Start Date: 02/03/20 End Date: 02/09/20 Weekdays: MTWTF-- Spots/Week: 5 Rate: \$10.00 Rating: 0.00															
N 2	WCOV	02/03/20	02/07/20	Daytime 9a-10a Oz/And M-F 9a-10a Oz	CM	9a-10a	MTWTF--	:30	5	\$10.00	L-4	0.00	NM	5	\$50.00
COMMENTS APPLY TO SUB LINES A THRU A Dr. Oz Start Date: 02/03/20 End Date: 02/09/20 Weekdays: MTWTF-- Spots/Week: 5 Rate: \$10.00 Rating: 0.00															

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	02/01/20	02/01/20	Sat 9-930p Late News Sat 9p-930p Late News Fox News @ 9	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9 <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 -----S- 1 \$50.00 0.00															
N 4	WCOV	02/02/20	02/02/20	M-SU 10p-1205a Late News M-Su 10-1205a Late News Fox News @ 9	CM	10-1205a	-----S	:30	1	\$300.00	L-4	0.00	NM	1	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9 <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 -----S 1 \$300.00 0.00															
N 5	WCOV	02/03/20	02/07/20	M-F 935p-1005p M-F 935p-1005p Andy Andy Griffith	CM	935p-1005p	MTWTF--	:30	5	\$50.00	L-4	0.00	NM	5	\$250.00
COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/03/20 02/09/20 MTWTF-- 5 \$50.00 0.00															
N 6	WCOV	02/03/20	02/07/20	M-F 1005p-1105p M-F 1005p-1105p Dr. Oz Dr. Oz	CM	1005p-1105p	MTWTF--	:30	5	\$20.00	L-4	0.00	NM	5	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A Dr. Oz <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/03/20 02/09/20 MTWTF-- 5 \$20.00 0.00															
N 7	WCOV	02/01/20	02/01/20	Sa 11p-12a Sa 11p-12a 2 Broke Girls Big Bang Theory	CM	11p-12a	-----S-	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
COMMENTS APPLY TO SUB LINES A THRU A Big Bang Theory <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 -----S- 1 \$10.00 0.00															
N 8	WCOV	02/01/20	02/02/20	Sa 930p-10p Sa 930p-10p Andy Big Bang Theory	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
COMMENTS APPLY TO SUB LINES A THRU A Big Bang Theory <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 -----S- 1 \$25.00 0.00															
N 9	WCOV	02/02/20	02/02/20	Superbowl Pregame Superbowl Pregame Super Bowl Pre-Game 15 bookends	CM	Various	-----S	:15/:15	1	\$1,800.00	L-4	0.00	BK	1	\$1,800.00
COMMENTS APPLY TO SUB LINES A THRU A Super Bowl Pre-Game 15 bookends <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 -----S 1 \$1,800.00 0.00															
N 10	WCOV	02/02/20	02/02/20	Prime Following Superbowl Prime Following Superbowl MASKED SINGER POST S 15 bookends	CM	Various	-----S	:15/:15	1	\$950.00	L-4	0.00	BK	1	\$950.00
COMMENTS APPLY TO SUB LINES A THRU A MASKED SINGER POST S 15 bookends <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 -----S 1 \$950.00 0.00															

Totals 26 \$3,585.00