

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: 02/11/20 / 02/11/20
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	02/12/20	35	\$4,275.00	\$3,633.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	35	\$4,275.00	\$3,633.75	0.00
Totals	35	\$4,275.00	\$3,633.75	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%	\$4,275.00
Market	100%	\$21,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$17,100.00
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
1	WCOV	02/03/20	02/07/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	MT-----	:30	5	\$10.00	L-4	0.00	NM	2	\$20.00
COMMENTS APPLY TO SUB LINES A THRU A The Real <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 MT----- 2 \$10.00 0.00															
2	WCOV	02/03/20	02/07/20	Daytime 9a-10a Oz/And M-F 9a-10a Oz	CM	9a-10a	MT-----	:30	5	\$10.00	L-4	0.00	NM	2	\$20.00
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 MT----- 2 \$10.00 0.00															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCOV	02/01/20	02/01/20	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
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															
4	WCOV	02/02/20	02/02/20	M-SU 10p-1205a Late News M-Su 10-1205a Late News	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															
5	WCOV	02/03/20	02/07/20	M-F 935p-1005p M-F 935p-1005p Andy Andy Griffith	CM	935p-1005p	MT-----	:30	5	\$50.00	L-4	0.00	NM	2	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A <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-- 1 \$50.00 0.00															
<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>					
6	WCOV	02/03/20-02/09/20	Early Fringe 5-6pm BBT	5p-6p		-TWThF----	:30	\$50.00	0.00	NM					
MG for 5.2 02/04															
6	WCOV	02/03/20	02/07/20	M-F 1005p-1105p M-F 1005p-1105p Dr. Oz	CM	1005p-1105p	MT-----	:30	5	\$20.00	L-4	0.00	NM	2	\$40.00
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 MT----- 2 \$20.00 0.00															
7	WCOV	02/01/20	02/01/20	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
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															
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															
9	WCOV	02/02/20	02/02/20	Superbowl Pregame Superbowl Pregame	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															
10	WCOV	02/02/20	02/02/20	Prime Following Superbowl Prime Following Superbowl	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															
11	WCOV	02/03/20	02/09/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	--WTF--	1:00	2	\$20.00	L-4	0.00	NM	2	\$40.00
<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 --WTF-- 2 \$20.00 0.00															
12	WCOV	02/03/20	02/09/20	Daytime 9a-10a Oz/Andy M-F 9a-10a Oz	CM	9a-10a	--WTF--	1:00	2	\$20.00	L-4	0.00	NM	2	\$40.00
<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 --WTF-- 2 \$20.00 0.00															
13	WCOV	02/03/20	02/09/20		CM	1005p-1105p	--WTF--	1:00	2	\$40.00	L-4	0.00	NM	2	\$80.00

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				M-F 1005p-1105p											
				M-F 1005p-1105p 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	--WTF--					2	\$40.00		0.00			
14	WCOV	02/03/20	02/09/20	M-F 935p-1005p	CM	935p-1005p	--WTF--	1:00	4	\$100.00	L-4	0.00	NM	4	\$400.00
				M-F 935p-1005p Andy											
		<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	--WTF--					4	\$100.00		0.00			
<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	WCOV	02/03/20-02/09/20		M-F 935p-1005p		935p-1005p	--WThF----	1:00		(\$100.00)		0.00	NM		
See MG 14.5															
[CAN NOT AIR 2X IN 30MIN SHOW WITH 30MIN SEP]															
5	WCOV	02/03/20-02/09/20		Early Fringe 5-6pm BBT		5p-6p	---ThF----	1:00		\$100.00		0.00	NM		
Ⓜ MG for 14.2 02/06															
N15	WCOV	02/10/20	02/11/20	Daytime 8a-9a Real	CM	8a-9a	MTW----	1:00	2	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 8a-9a The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	MT-----					1	\$20.00		0.00			
N16	WCOV	02/10/20	02/11/20	Daytime 9a-10a Oz/Andy	CM	9a-10a	MTW----	1:00	3	\$20.00	L-4	0.00	NM	2	\$40.00
				M-F 9a-10a Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	MT-----					2	\$20.00		0.00			
N17	WCOV	02/10/20	02/11/20	Early Fringe 5-6pm BBT	CM	5p-6p	MT-----	1:00	3	\$100.00	L-4	0.00	NM	2	\$200.00
				M-F 5p-6p 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:		02/10/20	02/16/20	MT-----					2	\$100.00		0.00			
N18	WCOV	02/12/20	02/12/20	Daytime 8a-9a Real	CM	8a-9a	--W----	:30	2	\$10.00	L-4	0.00	NM	2	\$20.00
				M-F 8a-9a The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	--W----					2	\$10.00		0.00			
N19	WCOV	02/12/20	02/12/20	Daytime 9a-10a Oz/Andy	CM	9a-10a	--W----	:30	2	\$10.00	L-4	0.00	NM	2	\$20.00
				M-F 9a-10a Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	--W----					2	\$10.00		0.00			
N20	WCOV	02/12/20	02/12/20	Early Fringe 5-6pm BBT	CM	5p-6p	--W----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
				M-F 5p-6p 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:		02/10/20	02/16/20	--W----					2	\$50.00		0.00			
													Totals	35	\$4,275.00