

ORDER



WCOV-TV

Orders
Order / Rev: 25995
Alt Order #: 26773013
Product Desc: MIKE BLOOMBERG 2020
Estimate: 0110
Flight Dates: 12/30/19 - 03/29/20
Original Date / Rev: 12/30/19 / 01/20/20
Order Type: GENERAL

Primary AE: Fran Brown
Sales Office: PHILA
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	01/10/20	28	\$4,840.00	\$4,114.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	28	\$4,840.00	\$4,114.00	0.00
Totals	28	\$4,840.00	\$4,114.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Brown			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WCOV-TV	12%	\$4,840.00
Market	100%	\$40,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$35,493.33
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	01/06/20	01/10/20	Daytime 9a-10a Oz/And	CM	9a-10a	MTWTF--	1:00	2	\$20.00	L-4	0.00	NM	4	\$80.00												
COMMENTS APPLY TO SUB LINES A THRU A Dr. Oz <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 01/06/20</td> <td>01/12/20</td> <td>MTWTF--</td> <td>4</td> <td>\$20.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 01/06/20	01/12/20	MTWTF--	4	\$20.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 01/06/20	01/12/20	MTWTF--	4	\$20.00	0.00																						
N 2	WCOV	01/06/20	01/08/20	Early Fringe 5-6pm BBTCM		5p-6p	MTW----	1:00	1	\$100.00	L-4	0.00	NM	1	\$100.00												
COMMENTS APPLY TO SUB LINES A THRU A Big Bang Theory <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 01/06/20</td> <td>01/12/20</td> <td>MTW----</td> <td>1</td> <td>\$100.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 01/06/20	01/12/20	MTW----	1	\$100.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 01/06/20	01/12/20	MTW----	1	\$100.00	0.00																						

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N 3	WCOV	01/06/20	01/10/20	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	MTWTF--	1:00	1	\$100.00	L-4	0.00	NM	3	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		01/06/20	01/12/20	MTWTF--			3		\$100.00		0.00				
N 4	WCOV	01/06/20	01/11/20	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	MTWTF--	1:00	1	\$200.00	L-4	0.00	NM	3	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A Wcov 9 O'Clock Local															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		01/06/20	01/12/20	MTWTF--			3		\$200.00		0.00				
N 5	WCOV	01/06/20	01/06/20	Mon 8p-9p Mon 8p-9p	CM	8p-9p	M-----	1:00	1	\$600.00	L-3	0.00	NM	1	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A Prodigal Son (R)-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		01/06/20	01/12/20	M-----			1		\$600.00		0.00				
N 6	WCOV	01/01/20	01/03/20	Daytime 9a-10a Oz/And M-F 9a-10a Oz	CM	9a-10a	--WTF--	1:00	3	\$20.00	L-4	0.00	NM	3	\$60.00
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:		12/30/19	01/05/20	--WTF--			3		\$20.00		0.00				
N 7	WCOV	01/01/20	01/03/20	Early Fringe 5-6pm BB M-F 5p-6p Big Bang Theory	CM	5p-6p	--WTF--	1:00	3	\$100.00	L-4	0.00	NM	3	\$300.00
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:		12/30/19	01/05/20	--WTF--			3		\$100.00		0.00				
N 8	WCOV	01/01/20	01/03/20	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	--WTF--	1:00	3	\$100.00	L-4	0.00	NM	3	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		12/30/19	01/05/20	--WTF--			3		\$100.00		0.00				
N 9	WCOV	01/01/20	01/03/20	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--WTF--	1:00	3	\$200.00	L-4	0.00	NM	3	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A Wcov 9 O'Clock Local															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		12/30/19	01/05/20	--WTF--			3		\$200.00		0.00				
N 10	WCOV	01/04/20	01/05/20	M-F 9p-935p/Sa-Su 9-930 M-F 9p-935p/Sa-Su 9-930p	CM	9p-935p	-----SS	1:00	1	\$200.00	L-4	0.00	NM	1	\$200.00
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:		12/30/19	01/05/20	-----SS			1		\$200.00		0.00				
N 11	WCOV	01/04/20	01/04/20	NFC Wildcard Game NFC Wildcard Game	CM	Various	-----S-	1:00	1	\$1,500.00	L-1	0.00	NM	1	\$1,500.00
COMMENTS APPLY TO SUB LINES A THRU A NFL NFC Wildcard															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		12/30/19	01/05/20	-----S-			1		\$1,500.00		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>			
1	WCOV	12/30/19-01/05/20		NFC Wildcard Game		Various	-----Sa--	1:00		(\$1,500.00)	0.00	NM			
See MG 11.2 [PROGRAM NOT AIRING ON THIS DAY]															
2	WCOV	12/30/19-01/05/20		NFC Wildcard Game		Various	-----Su	1:00		\$1,500.00	0.00	NM			
Ⓜ MG for 11.1 01/04															
N 12	WCOV	01/09/20	01/10/20	Early Fringe 5-6pm BB M-F 5p-6p Big Bang Theory	CM	5p-6p	---TF--	1:00	1	\$100.00	L-4	0.00	NM	2	\$200.00

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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: 01/06/20	01/12/20	---TF--					2	\$100.00		0.00			
													Totals	28	\$4,840.00