

ORDER



Orders
Order / Rev: 26304
Alt Order #: 26803904
Product Desc: MIKE BLOOMBERG 2020
Estimate: 0128
Flight Dates: 12/30/19 - 03/29/20
Original Date / Rev: 02/17/20 / 02/17/20
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: A35+
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	02/21/20	136	\$5,640.00	\$4,794.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	136	\$5,640.00	\$4,794.00	188.20
Totals	136	\$5,640.00	\$4,794.00	188.20

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	6%	\$5,640.00
Market	100%	\$94,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	94%	\$88,360.00
WAKA	0%	\$0.00
WNCN	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	02/17/20	02/21/20	M-F 7a-8a M-F 7a-8a Andy/Daily Mail	CM	7a-8a	-TWTF--	:30	8	\$10.00	L-4	0.40	NM	8	\$80.00												
COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith/Daily <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/17/20</td> <td>02/23/20</td> <td>-TWTF--</td> <td>8</td> <td>\$10.00</td> <td>0.40</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/17/20	02/23/20	-TWTF--	8	\$10.00	0.40
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 02/17/20	02/23/20	-TWTF--	8	\$10.00	0.40																						
N 2	WCOV	02/17/20	02/21/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	-TWTF--	:30	8	\$10.00	L-4	0.50	NM	8	\$80.00												
COMMENTS APPLY TO SUB LINES A THRU A The Real <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/17/20</td> <td>02/23/20</td> <td>-TWTF--</td> <td>8</td> <td>\$10.00</td> <td>0.50</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/17/20	02/23/20	-TWTF--	8	\$10.00	0.50
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 02/17/20	02/23/20	-TWTF--	8	\$10.00	0.50																						

Order / Rev: 26304
 Alt Order #: 26803904
 Flight Dates: 12/30/19 - 03/29/20

Advertiser: Political- Mike Bloomberg 2020
 Product Desc: MIKE BLOOMBERG 2020
 Estimate: 0128

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	02/17/20	02/21/20	Daytime 9a-10a Oz/Andr M-F 9a-10a Oz	CM	9a-10a	-TWTF--	:30	8	\$10.00	L-4	0.50	NM	8	\$80.00
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: 02/17/20 02/23/20 -TWTF-- 8 \$10.00 0.50															
N 4	WCOV	02/17/20	02/21/20	Daytime 10a-11a Justice M-F 10a-11a Justice	CM	10a-11a	-TWTF--	:30	8	\$25.00	L-4	0.60	NM	8	\$200.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Mablean <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/17/20 02/23/20 -TWTF-- 8 \$25.00 0.60															
N 5	WCOV	02/17/20	02/21/20	Court 11a-12n HB M-F 11a-12n Hot Bench	CM	11a-12n	-TWTF--	:30	8	\$50.00	L-4	1.30	NM	8	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A Hot Bench <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/17/20 02/23/20 -TWTF-- 8 \$50.00 1.30															
N 6	WCOV	02/17/20	02/21/20	Court 12n-1p Mathis M-F 12n-1p Judge Mathis	CM	12n-1p	-TWTF--	:30	8	\$50.00	L-4	1.70	NM	8	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Mathis <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/17/20 02/23/20 -TWTF-- 8 \$50.00 1.70															
N 7	WCOV	02/17/20	02/21/20	Court 1p-2p PC M-F 1p-2p People's Court	CM	1p-2p	-TWTF--	:30	8	\$50.00	L-4	2.30	NM	8	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A People's Court <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/17/20 02/23/20 -TWTF-- 8 \$50.00 2.30															
N 8	WCOV	02/17/20	02/21/20	Court 2p-3p Pat Ct M-F 2p-3p Paternity Crt	CM	2p-3p	-TWTF--	:30	8	\$50.00	L-4	2.50	NM	8	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A Paternity Court <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/17/20 02/23/20 -TWTF-- 8 \$50.00 2.50															
N 9	WCOV	02/17/20	02/21/20	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	-TWTF--	:30	8	\$50.00	L-4	1.20	NM	8	\$400.00
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: 02/17/20 02/23/20 -TWTF-- 8 \$50.00 1.20															
N 10	WCOV	02/17/20	02/21/20	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	-TWTF--	1:00	8	\$100.00	L-4	1.20	NM	8	\$800.00
COMMENTS APPLY TO SUB LINES A THRU A Ellen <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/17/20 02/23/20 -TWTF-- 8 \$100.00 1.20															
N 11	WCOV	02/17/20	02/21/20	Early Fringe 5-6pm BBT M-F 5p-6p Big Bang Theory	CM	5p-6p	-TWTF--	:30	8	\$50.00	L-4	1.20	NM	8	\$400.00
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: 02/17/20 02/23/20 -TWTF-- 8 \$50.00 1.20															
N 12	WCOV	02/17/20	02/21/20	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	-TWTF--	:30	4	\$50.00	L-4	1.00	NM	4	\$200.00
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: 02/17/20 02/23/20 -TWTF-- 4 \$50.00 1.00															
N 13	WCOV	02/17/20	02/21/20	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	-TWTF--	:30	4	\$150.00	L-3	2.80	NM	4	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A															

Order / Rev: 26304
 Alt Order #: 26803904
 Flight Dates: 12/30/19 - 03/29/20

Advertiser: Political- Mike Bloomberg 2020
 Product Desc: MIKE BLOOMBERG 2020
 Estimate: 0128
WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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:		02/17/20	02/23/20	-TWTF--					4	\$150.00		2.80			
N 14	WCOV	02/17/20	02/21/20	M-F 935p-1005p M-F 935p-1005p Andy Andy Griffith	CM	935p-1005p	-TWTF--	:30	4	\$50.00	L-4	1.80	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-TWTF--					4	\$50.00		1.80			
N 15	WCOV	02/17/20	02/21/20	M-F 1005p-1105p M-F 1005p-1105p Dr. Oz	CM	1005p-1105p	-TWTF--	:30	8	\$20.00	L-4	1.30	NM	8	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-TWTF--					8	\$20.00		1.30			
N 16	WCOV	02/17/20	02/21/20	M-F 1105p-1205am M-F 1105p-1205am Mathis	CM	1105p-1205am	-TWTF--	:30	8	\$15.00	L-4	1.70	NM	8	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-TWTF--					8	\$15.00		1.70			
N 17	WCOV	02/17/20	02/21/20	M-F 1205am-105a M-F 1205a-105a People Crt	CM	1205a-105a	-TWTF--	:30	8	\$10.00	L-4	1.70	NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-TWTF--					8	\$10.00		1.70			
N 18	WCOV	02/17/20	02/21/20	M-F 105a-135a M-F 105a-135a	CM	105a-135a	-TWTF--	:30	4	\$5.00	L-4	1.50	NM	4	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-TWTF--					4	\$5.00		1.50			
N 19	WCOV	02/17/20	02/21/20	M-F 135a-205a M-F 135a-205a	CM	135a-205a	-TWTF--	:30	4	\$5.00	L-4	1.30	NM	4	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-TWTF--					4	\$5.00		1.30			
N 22	WCOV	02/18/20	02/18/20	Tues 7p-8p Tues 7p-8p The Resident	CM	7p-8p	-T-----	:30	2	\$150.00	L-4	1.90	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-T-----					2	\$150.00		1.90			
N 23	WCOV	02/19/20	02/19/20	Wed 7p-8p Wed 7p-8p Masked Singer	CM	7p-8p	--W----	:30	2	\$150.00	L-4	3.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	--W----					2	\$150.00		3.00			
Totals													136	\$5,640.00	