

# 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:** 02/04/20 / 02/04/20  
**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	24	\$3,875.00	\$3,293.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	24	\$3,875.00	\$3,293.75	0.00
<b>Totals</b>	<b>24</b>	<b>\$3,875.00</b>	<b>\$3,293.75</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	20%	\$3,875.00
Market	100%	\$19,375.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	80%	\$15,500.00
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	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															
N 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															
N 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															
N 6	WCOV	02/03/20	02/07/20	M-F 1005p-1105p M-F 1005p-1105p Dr. Oz 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 <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 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 <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 <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 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 <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 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 <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															
N 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															
N 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															
N 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			
N 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			
													Totals	24	\$3,875.00