

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 26305  
**Alt Order #:** 26803962  
**Product Desc:** MIKE BLOOMBERG 2020  
**Estimate:** 0129  
**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	15	\$455.00	\$386.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	15	\$455.00	\$386.75	24.10
<b>Totals</b>	<b>15</b>	<b>\$455.00</b>	<b>\$386.75</b>	<b>24.10</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	10%	\$455.00
Market	100%	\$4,550.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$4,095.00
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	02/17/20	02/21/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	-TWTF--	:30	4	\$10.00	L-4	0.50	NM	4	\$40.00
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--   4   \$10.00   0.50															
N 2	WCOV	02/17/20	02/21/20	Court 1p-2p PC M-F 1p-2p People's Court	CM	1p-2p	-TWTF--	:30	2	\$50.00	L-4	2.30	NM	2	\$100.00
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--   2   \$50.00   2.30															

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Advertiser: Political- Mike Bloomberg 2020  
 Product Desc: MIKE BLOOMBERG 2020  
 Estimate: 0129

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	Court 2p-3p Pat Ct M-F 2p-3p Paterniity Crt Paternity Court	CM	2p-3p	-TWTF--	:30	4	\$50.00	L-4	2.50	NM	4	\$200.00
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: 02/17/20   02/23/20   -TWTF--   4   \$50.00   2.50															
N 4	WCOV	02/17/20	02/21/20	Court 3p-4p Real M-F 3p-4p The Real The Real	CM	3p-4p	-TWTF--	:30	2	\$50.00	L-4	1.50	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: 02/17/20   02/23/20   -TWTF--   2   \$50.00   1.50															
N 5	WCOV	02/17/20	02/21/20	M-F 105a-135a M-F 105a-135a Paternity Court	CM	105a-135a	-TWTF--	:30	3	\$5.00	L-4	1.50	NM	3	\$15.00
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: 02/17/20   02/23/20   -TWTF--   3   \$5.00   1.50															
													Totals	15	\$455.00