



125 West 55th St
New York, NY 10019

Contract # 26805777		Changes as of: 2/27/2020 at 11:50 AM		Version: Highlighting Makegood 1		Status: Sent To Rep	
CPE: MBLM/MBLM/0131		Flight: 2/17/20 - 3/29/20		Station: WLOV		Con Type: POLITICAL/VOTE	
Agency: ASSEMBLY		Advertiser: Mike Bloomberg 2020, Inc		Market: Columbus-Tupelo		Total \$: \$5,510.00	
711 3rd Avenue		Product: MIKE BLOOMBERG 2020 INC		Office: WASHINGTON		Total Spots: 44	
3rd Flr		Agency Order #: 95182		Service: Nielsen		Total CPP: \$47.09	
New York, NY 10017		Buyer: MELISSA BRANSOM		Primary Demo: Adults 35+		Total GRP: 117.0	
		Salesperson: SHANNON YALLOF 212-373-8131		Assistant: SHANNON YALLOF 212-373-8131			
		Separation:					

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	2/17 - 3/23						Total Spots	Total \$	CPP*	GRP*
										2/17	2/24	3/2	3/9	3/16	3/23				
1	M-F 6a-7a		WTVA 9 News Today II	\$25.00	1.0	1,330	0.7	1,160	30	0	1	0	0	0	0	1	\$25.00	\$25.00	1.0
2	M-F 7a-9a		WTVA 9 News on WLOV	\$50.00	2.5	3,340	2.5	4,060	30	0	1	0	0	0	0	1	\$50.00	\$20.00	2.5
3	M-F 10a-11a		The Real	\$100.00	1.5	2,000	1.3	2,050	60	0	3	0	0	0	0	3	\$300.00	\$66.67	4.5
MSD 4	M-F 12n-1p		Judge Judy	\$70.00	2.0	2,670	1.8	2,830	30	0	5	0	0	0	0	0	\$0.00	\$35.00	0.0
MSD 5	M-F 3p-4p		People's Court	\$75.00	3.0	4,000	2.6	4,120	30	0	1	0	0	0	0	0	\$0.00	\$25.00	0.0
6	M-F 4p-5p		Judge Judy	\$75.00	3.0	4,000	3.2	5,210	30	0	5	0	0	0	0	5	\$375.00	\$25.00	15.0
7	M-F 5p-6p		Family Feud	\$70.00	2.0	2,670	2.6	4,120	30	0	1	0	0	0	0	1	\$70.00	\$35.00	2.0
8	M-F 6p-7p		Big Bang Theory	\$100.00	2.0	2,670	1.8	2,880	30	0	1	0	0	0	0	1	\$100.00	\$50.00	2.0
9	M-F 9p-10p		WLOV FOX News At Nin	\$225.00	4.5	6,000	4.4	7,170	30	0	1	0	0	0	0	1	\$225.00	\$50.00	4.5
MSD 10	M-Tu 12n-1p		Judge Judy	\$70.00	2.0	2,670	1.8	2,830	30	0	0	1	0	0	0	0	\$0.00	\$35.00	0.0
11	M-Tu 3p-4p		People's Court	\$75.00	3.0	4,000	2.6	4,120	30	0	0	0	0	0	0	0	\$0.00	\$25.00	0.0
12	M-Tu 4p-5p		Judge Judy	\$75.00	3.0	4,000	3.2	5,210	30	0	0	1	0	0	0	1	\$75.00	\$25.00	3.0
13	M-Tu 5p-6p		Family Feud	\$70.00	2.0	2,670	2.6	4,120	30	0	0	0	0	0	0	0	\$0.00	\$35.00	0.0
14	M-Tu 6p-7p		Big Bang Theory	\$100.00	2.0	2,670	1.8	2,880	30	0	0	0	0	0	0	0	\$0.00	\$50.00	0.0
15	M-Tu 9p-10p		WLOV FOX News At Nin	\$225.00	4.5	6,000	4.4	7,170	30	0	0	1	0	0	0	1	\$225.00	\$50.00	4.5
16	M 7p-8p		9-1-1: Lone Star-FOX	\$175.00	3.0	4,000	1.9	3,060	30	0	1	0	0	0	0	1	\$175.00	\$58.33	3.0
17	M 8p-9p		Prodigal Son-FOX	\$125.00	2.0	2,670	1.3	2,120	30	0	1	0	0	0	0	1	\$125.00	\$62.50	2.0
18	Tu 8p-9p		Empire-FOX	\$275.00	4.0	5,340	2.7	4,290	30	0	0	0	0	0	0	0	\$0.00	\$68.75	0.0
19	W 7p-8p		The Masked Singer-FO	\$200.00	4.0	5,340	3.0	4,920	30	0	0	0	0	0	0	0	\$0.00	\$50.00	0.0
20	Sa 11a-1p		College Basketball:	\$50.00	1.0	1,330	0.8	1,260	30	0	0	0	0	0	0	0	\$0.00	\$50.00	0.0



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										2/17	2/24	3/2	3/9	3/16	3/23				
MSD 21	Sa 11a-1p		College Basketball:	\$50.00	1.0	1,330	0.8	1,260	30	1	0	0	0	0	0	0	\$0.00	\$50.00	0.0
MSD 22	Sa 11a-6p		College Basketball	\$50.00	1.0	1,330	0.9	1,410	30	1	0	0	0	0	0	0	\$0.00	\$50.00	0.0
MSD 23	Sa 1:30p-3:30p		College Basketball:	\$50.00	1.0	1,330	0.9	1,390	30	1	0	0	0	0	0	0	\$0.00	\$50.00	0.0
MSD 24	Sa 1:30p-3:30p		College Basketball:	\$100.00	1.0	1,330	0.9	1,390	60	0	0	0	0	0	0	0	\$0.00	\$100.00	0.0
MSD 25	Sa 4p-7p		XFL Football	\$50.00	2.0	2,670	1.3	2,020	30	1	0	0	0	0	0	0	\$0.00	\$25.00	0.0
MSD 26	Sa 12:30a-1a		Judge Judy	\$40.00	1.0	1,330	0.1	230	30	1	0	1	0	0	0	1	\$40.00	\$40.00	1.0
MSD 27	Su 1p-9:30p		NASCAR Cup Series	\$50.00	6.5	8,670	13.3	21,500	30	1	0	0	0	0	0	0	\$0.00	\$7.69	0.0
MSD 28	Su 2:30p-6p		NASCAR Cup: Fontana,	\$50.00	6.5	8,670	17.3	27,930	30	0	0	0	0	0	0	0	\$0.00	\$7.69	0.0
MSD 29	Su 2:30p-6p		NASCAR Cup: Las Vega	\$50.00	6.5	8,670	17.3	27,930	30	1	0	0	0	0	0	0	\$0.00	\$7.69	0.0
MSD 30	Su 9p-9:30p		WLOV FOX News At Nin	\$125.00	4.5	6,000	7.4	11,900	30	1	1	0	0	0	0	1	\$125.00	\$27.78	4.5
MSD 31	Su 12m-1a		Family Feud	\$15.00	1.0	1,330	1.1	1,830	30	1	0	0	0	0	0	0	\$0.00	\$15.00	0.0
MSD 32	M-F 6a-7a		WTVA 9 News Today II	\$50.00	1.0	1,330	0.7	1,160	60	0	1	0	0	0	0	1	\$50.00	\$50.00	1.0
MSD 33	M-F 7a-9a		WTVA 9 News on WLOV	\$100.00	2.5	3,340	2.5	4,060	60	0	1	0	0	0	0	1	\$100.00	\$40.00	2.5
MSD 34	M-F 3p-4p		People's Court	\$150.00	3.0	4,000	2.6	4,120	60	0	2	0	0	0	0	2	\$300.00	\$50.00	6.0
MSD 35	M-F 5p-6p		Family Feud	\$140.00	2.0	2,670	2.6	4,120	60	0	2	0	0	0	0	2	\$280.00	\$70.00	4.0
MSD 36	M-F 6p-7p		Big Bang Theory	\$200.00	2.0	2,670	1.8	2,880	60	0	2	0	0	0	0	2	\$400.00	\$100.00	4.0
MSD 37	M-F 9p-10p		WLOV FOX News At Nin	\$450.00	4.5	6,000	4.4	7,170	60	0	2	0	0	0	0	2	\$900.00	\$100.00	9.0
MGD 38	M-F 12n-1p		Peoples Court	\$70.00	2.0	2,670	1.8	2,830	30	0	3	0	0	0	0	3	\$210.00	\$35.00	6.0
MGD 39	M-F 3p-4p		Judge Judy	\$75.00	3.0	4,000	2.6	4,120	30	0	4	0	0	0	0	4	\$300.00	\$25.00	12.0
MGD 40	M-F 5p-6p		Family Feud	\$70.00	2.0	2,670	2.6	4,120	30	0	2	0	0	0	0	2	\$140.00	\$35.00	4.0



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		Separation:					

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										2/17	2/24	3/2	3/9	3/16	3/23					
MGD 41	M-F 6p-7p		Big Bang Theory	\$100.00	2.0	2,670	1.8	2,880	30	0	2	0	0	0	0		2	\$200.00	\$50.00	4.0
MGD 42	M-F 9p-10p		WLOV FOX News At Nin	\$225.00	4.5	6,000	4.4	7,170	30	0	2	0	0	0	0		2	\$450.00	\$50.00	9.0
MGD 43	M-Tu 12n-1p		Peoples Court	\$70.00	2.0	2,670	1.8	2,830	30	0	0	1	0	0	0		1	\$70.00	\$35.00	2.0
MGD 44	W 7p-8p		The Masked Singer-FO	\$200.00	4.0	5,340	3.0	4,920	30	0	1	0	0	0	0		1	\$200.00	\$50.00	4.0
TOTALS:										0	41	3	0	0	0	0	44	\$5,510.00	\$47.09	117.0



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Special Instructions	
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Order Level Comments			
Date/Time	Added by	Comment	
02/27/20 11:50 AM	Sunny Grimes	reflects spots that have already aired prior to late revision, the correct program name for 12-1p and 3p-4p time period, and spots that did not air wk 2/17 due to schedule sent after deadline, no copy instructions and no payment verification.	
02/27/20 11:09 AM	Sunny Grimes	The first revision was sent after Mon, Tues 2/24 & 2/25 spots had already aired and Wed 2/26 spots were already on a locked log. I can't take off spots that were previously ordered and aired or spots on a locked log because rev was sent after deadline. I will revise all that I can within the deadline agreement.	
02/27/20 9:21 AM	GOTOSTRATA's YALLOF	Canceled by new revision	

Competitive Information			
Market Budget:	\$71,667		
WLOV Share:	9%		
Comment:			
ETVA:	18%		
WTVA:	35%		
Unknown:	38%		

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
	100%	44	117.0
Total	100%	44	117.0

Monthly Summary			
Month	Spots	Dollars	
2020-Feb	0	\$0.00	
2020-Mar	44	\$5,510.00	
Total	44	\$5,510.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 1	2/27/20 11:50 AM	Sunny Grimes	Sent_To_Rep	15	16	\$595.00
Revision	2/27/20 9:25 AM	SHANNON YALLOF	Confirmed			\$0
Revision	2/27/20 9:21 AM	GOTOSTRATA's YALLOF	Confirmed		11	\$-935.00
Revision	2/25/20 2:13 PM	SHANNON YALLOF	Confirmed			\$0
Revision	2/25/20 2:13 PM	GOTOSTRATA's YALLOF	Confirmed	10	25	\$-600.00
Queued for Electronic Contracting	2/20/20 9:27 AM					\$0
Revision	2/20/20 9:17 AM	SHANNON YALLOF	Confirmed			\$0
New	2/20/20 9:16 AM	SHANNON YALLOF	New	71		\$6,450.00

Contract \$				Comment	
\$5,510.00				Changes: Total \$ from \$4,915.00 to \$5,510.00, Total Spots from 45 to 44, Total GRPs from 115.5 to 117.0, Total CPP from \$42.55 to \$47.09, Total GIMPs from 0 to 117, Total CPM from \$0.00 to \$47,094.02, 19 buylines added or modified.	
\$4,915.00				Changes: Flight Start from 12/30/19 to 2/17/20, 37 buylines added or modified.	
\$4,915.00				Changes: Flight Start from 2/17/20 to 12/30/19, Total \$ from \$5,850.00 to \$4,915.00, Total GRPs from 147.5 to 115.5, Total Spots from 56 to 45, Total CPP from \$39.66 to \$42.55, 25 buylines added or modified.	
\$5,850.00				Changes: Flight Start from 12/30/19 to 2/17/20, 37 buylines added or modified.	
\$5,850.00				Changes: Flight Start from 2/17/20 to 12/30/19, Total \$ from \$6,450.00 to \$5,850.00, Total GRPs from 184.0 to 147.5, Total Spots from 71 to 56, Total CPP from \$35.05 to \$39.66, 37 buylines added or modified.	
\$0				Changes: Origoffice Id to 109, Office from NEW YORK to WASHINGTON, Origflight Start to 12/30/19, Flight Start from 12/30/19 to 2/17/20, 31 buylines added or modified.	