

ORDER



Orders
Order / Rev: 379354
Alt Order #: 09741867
Product Desc: BLOOMBERG PRESIDENT
Estimate: 0119
Flight Dates: 01/25/20 - 01/31/20
Original Date / Rev: 01/27/20 / 01/27/20
Order Type: GENERAL

WDJT-TV-LP CBS58

Primary AE: Jay Smith
Sales Office: HDC
Sales Region: NAT

Agency Name: Assembly Media
Buying Contact:
Billing Contact:
 711 3rd Avenue
 New York, NY 10017

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/M Bloomberg/D/PRE/US
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 01/27/20 | 01/31/20 | 43 | \$28,150.00 | \$23,927.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| February 2020 | 43 | \$28,150.00 | \$23,927.50 | 0.00 |
| Totals | 43 | \$28,150.00 | \$23,927.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jay Smith | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|------------------|-------|--------------|
| WDJT-TV-LP CBS58 | 25% | \$28,150.00 |
| Market | 100% | \$112,600.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WBME | 1% | \$1,126.00 |
| WCGV | 0% | \$0.00 |
| WISN | 26% | \$29,276.00 |
| WITI | 25% | \$28,150.00 |
| WMLW- | 3% | \$3,378.00 |
| WPXE | 0% | \$0.00 |
| WTMJ | 20% | \$22,520.00 |
| WVTV | 0% | \$0.00 |
| WYTU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | WDJT | 01/27/20 | 01/31/20 | CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a | CM | 7a-9a | MTWTF-- | :30 | 3 | \$200.00 | P-2 | 0.00 | NM | 3 | \$600.00 |
| | | <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 | MTWTF-- | | 3 | | | | \$200.00 | | 0.00 | | | |
| 2 | WDJT | 01/27/20 | 01/31/20 | | CM | 10a - 11a | MTWTF-- | :30 | 4 | \$600.00 | P-2 | 0.00 | NM | 4 | \$2,400.00 |

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 Alt Order #: 09741867
 Flight Dates: 01/25/20 - 01/31/20

Advertiser: Poli/M Bloomberg/D/PRE/US
 Product Desc: BLOOMBERG PRESIDENT
 Estimate: 0119
 WDJT-TV-LP CBS58

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------|-------|----------------|---------|---------|-------------------|-------------|-----|---------------|------|-------|------------|
| | | | | Price is Right 10a-11a | | | | | | | | | | | |
| | | | | Price is Right 10a-11a | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 4 | \$600.00 | | 0.00 | | | |
| 3 | WDJT | 01/27/20 | 01/31/20 | Y&R 11a-12p | CM | 11a - 12p | MTWTF-- | :30 | 3 | \$650.00 | P-2 | 0.00 | NM | 3 | \$1,950.00 |
| | | | | The Young & the Restless 11a- | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 3 | \$650.00 | | 0.00 | | | |
| 4 | WDJT | 01/27/20 | 01/31/20 | News at Noon | CM | 12p-1230p | MTWTF-- | :30 | 2 | \$250.00 | P-2 | 0.00 | NM | 2 | \$500.00 |
| | | | | News at Noon | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 2 | \$250.00 | | 0.00 | | | |
| 5 | WDJT | 01/27/20 | 01/31/20 | 2p-3p | CM | 2p-3p | MTWTF-- | :30 | 3 | \$200.00 | P-2 | 0.00 | NM | 3 | \$600.00 |
| | | | | Inside Edition/Jeopardy | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 3 | \$200.00 | | 0.00 | | | |
| 6 | WDJT | 01/27/20 | 01/31/20 | M-F 4p-5p News | CM | 4p-5p | MTWTF-- | :30 | 2 | \$200.00 | P-2 | 0.00 | NM | 2 | \$400.00 |
| | | | | M-F 4p-5p News | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 2 | \$200.00 | | 0.00 | | | |
| 7 | WDJT | 01/27/20 | 01/31/20 | Jeopardy 6p-630p | CM | 6pm-630pm | MTWTF-- | :30 | 4 | \$1,200.00 | P-2 | 0.00 | NM | 4 | \$4,800.00 |
| | | | | Jeopardy / M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 4 | \$1,200.00 | | 0.00 | | | |
| 8 | WDJT | 01/27/20 | 01/31/20 | Wheel of Fortune 630p-7p | CM | 630pm-7pm | MTWTF-- | :30 | 3 | \$1,400.00 | P-2 | 0.00 | NM | 3 | \$4,200.00 |
| | | | | Wheel of Fortune / M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 3 | \$1,400.00 | | 0.00 | | | |
| 9 | WDJT | 01/27/20 | 01/31/20 | M-F Late News | CM | 10p-1035p | MTWTF-- | :30 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| | | | | M-F Late News | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 10 | WDJT | 01/27/20 | 01/30/20 | LF 1035p-1137p | CM | 1035p-1137p | MTWT--- | :30 | 3 | \$400.00 | P-2 | 0.00 | NM | 3 | \$1,200.00 |
| | | | | Late Show w/Stephen Colbert | | | | | | | | | | | |
| | | <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 | MTWT--- | | | | | 3 | \$400.00 | | 0.00 | | | |
| 11 | WDJT | 01/27/20 | 01/30/20 | Late Late 1137p-123830am | CM | 1137pm-1237am | MTWT--- | :30 | 4 | \$75.00 | P-4 | 0.00 | NM | 4 | \$300.00 |
| | | | | Late Late Show w/Corden | | | | | | | | | | | |
| | | <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 | MTWT--- | | | | | 4 | \$75.00 | | 0.00 | | | |
| 12 | WDJT | 01/27/20 | 01/31/20 | 3p-4p | CM | 3p-4p | MTWTF-- | :30 | 5 | \$200.00 | P-2 | 0.00 | NM | 5 | \$1,000.00 |
| | | | | Dr Phil | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 5 | \$200.00 | | 0.00 | | | |
| 13 | WDJT | 01/27/20 | 01/31/20 | Price Is Right 10a-11a | CM | 10a - 11a | MTWTF-- | :15/:15 | 1 | \$600.00 | P-2 | 0.00 | DN | 1 | \$600.00 |
| | | | | Price is Right 10a-11a | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 14 | WDJT | 01/27/20 | 01/31/20 | M-F 4p-5p News | CM | 4p-5p | MTWTF-- | :15/:15 | 1 | \$200.00 | P-2 | 0.00 | DN | 1 | \$200.00 |
| | | | | M-F 4p-5p News | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 1 | \$200.00 | | 0.00 | | | |
| 15 | WDJT | 01/27/20 | 01/31/20 | Wheel of Fortune 630p-7p | CM | 630pm-7pm | MTWTF-- | :15/:15 | 1 | \$1,400.00 | P-2 | 0.00 | DN | 1 | \$1,400.00 |
| | | | | Wheel of Fortune / M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| 16 | WDJT | 01/30/20 | 01/30/20 | Th 8p - 9p | CM | Th 8p - 9p | ---T--- | :15/:15 | 1 | \$2,800.00 | P-2 | 0.00 | DN | 1 | \$2,800.00 |
| | | | | Mom / Carol's 2nd Act | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 379354
 Alt Order #: 09741867
 Flight Dates: 01/25/20 - 01/31/20

Advertiser: Poli/M Bloomberg/D/PRE/US
 Product Desc: BLOOMBERG PRESIDENT
 Estimate: 0119

WDJT-TV-LP CBS58

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------|-------|-------------------|---------|---------|-------|-------------|-----|---------------|--------|-------|-------------|
| | | <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 | ---T--- | | 1 | | | | \$2,800.00 | | 0.00 | | | |
| 17 | WDJT | 01/31/20 | 01/31/20 | Fr 7p - 8p Hawaii Five-0 | CM | Fri 7p - 8p | ----1-- | :30 | 1 | \$2,600.00 | P-2 | 0.00 | NM | 1 | \$2,600.00 |
| | | <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 | ----1-- | | 1 | | | | \$2,600.00 | | 0.00 | | | |
| 18 | WDJT | 01/31/20 | 01/31/20 | Fr 8p - 9p Magnum PI | CM | 8p - 9p | ----F-- | :15/:15 | 1 | \$2,000.00 | P-2 | 0.00 | DN | 1 | \$2,000.00 |
| | | <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 | ----F-- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 43 | \$28,150.00 |

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Catherine Warburton,

being/on behalf of: Bloomberg, Michael,

a legally qualified candidate of the Democratic

political party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|----------------------------------|----------------------------------|------|-------|----------------|-----------------|
| Please refer to station schedule | | | | | |

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Mike Bloomberg 2020, Inc.

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Hayden Horowitz

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

11/21/19

Date

Cathrine Warburton

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Catherine Warburton

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Catherine Warburton

signature of candidate or authorized committee

Catherine Warburton

printed name

11/21/19

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach Invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.