

# ORDER



**Orders**  
**Order / Rev:** 379018  
**Alt Order #:** 09738415  
**Product Desc:** BLOOMBERG PRESIDENT  
**Estimate:** 0117  
**Flight Dates:** 01/18/20 - 01/24/20  
**Original Date / Rev:** 01/16/20 / 01/16/20  
**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
12/30/19	01/24/20	38	\$47,200.00	\$40,120.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	38	\$47,200.00	\$40,120.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$47,200.00</b>	<b>\$40,120.00</b>	<b>0.00</b>

**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	30%	\$47,200.00
Market	100%	\$157,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,573.33
WCGV	0%	\$0.00
WISN	20%	\$31,466.67
WITI	25%	\$39,333.33
WMLW-	5%	\$7,866.67
WPXE	0%	\$0.00
WTMJ	19%	\$29,893.33
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
N 1	WDJT	01/20/20	01/24/20	CBS This Morning M-F 7AM	CM	7a-9a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/20/20	01/26/20	MTWTF--		3				\$200.00		0.00			
N 2	WDJT	01/20/20	01/24/20		CM	10a - 11a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00

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Advertiser: Poli/M Bloomberg/D/PRE/US  
 Product Desc: BLOOMBERG PRESIDENT  
 Estimate: 0117  
 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:		01/20/20	01/26/20	MTWTF--		3			\$600.00			0.00			
N 3	WDJT	01/20/20	01/24/20	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--		3			\$650.00			0.00			
N 4	WDJT	01/20/20	01/24/20	News at Noon News at Noon	CM	12p-1230p	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--		3			\$250.00			0.00			
N 5	WDJT	01/20/20	01/24/20	2p-3p Inside Edition/Jeopardy	CM	2p-3p	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:		01/20/20	01/26/20	MTWTF--		3			\$200.00			0.00			
N 6	WDJT	01/20/20	01/24/20	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--		1			\$200.00			0.00			
N 7	WDJT	01/20/20	01/24/20	Jeopardy 6p-630p Jeopardy / M-F	CM	6pm-630pm	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--		4			\$1,200.00			0.00			
N 8	WDJT	01/20/20	01/24/20	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	MTWTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$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:		01/20/20	01/26/20	MTWTF--		3			\$1,400.00			0.00			
N 9	WDJT	01/20/20	01/24/20	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--		1			\$600.00			0.00			
N 10	WDJT	01/20/20	01/23/20	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWT---	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWT---		4			\$400.00			0.00			
N 11	WDJT	01/20/20	01/23/20	Late Late 1137p-123830am Late Late Show w/Corden	CM	1137pm-1237am	MTWT---	:30	4	\$75.00	P-4	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWT---		4			\$75.00			0.00			
N 12	WDJT	01/19/20	01/19/20	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1		1			\$4,000.00			0.00			
N 13	WDJT	01/19/20	01/19/20	AFC Championship Game AFC Championship Game	PRT	2pm-6pm	-----S	:15/:15	1	\$25,000.00	P-2	0.00	DN	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/13/20	01/19/20	-----S		1			\$25,000.00			0.00			
N 14	WDJT	01/20/20	01/24/20	3p-4p Dr Phil	CM	3p-4p	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--		4			\$200.00			0.00			
<b>Totals</b>													<b>38</b>	<b>\$47,200.00</b>	

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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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

*Catherine 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.