

ORDER



KABC-TV

Orders
Order / Rev: 272424 - 1
Alt Order #: WOC12385095
Product Desc: Mike Bloomberg 2020 Inc 435536
Estimate: 126
Flight Dates: 02/10/20 - 02/12/20
Original Date / Rev: 02/07/20 / 02/18/20
Order Type: GEN

Primary AE: Political National PHI
Sales Office: N-PH
Sales Region: National

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

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

Advertiser
Name: MIKE BLOOMBERG 2020 INC
Demographic: A35+
Product Codes: Federal Candidate
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-02

New Business Thru: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/12/20	13	\$56,750.00	\$48,237.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	13	\$56,750.00	\$48,237.50	0.00
Totals	13	\$56,750.00	\$48,237.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political National PHI			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KABC-TV	26%	\$56,750.00
Market	100%	\$218,269.23

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KCAL	5%	\$10,913.46
KCBS	24%	\$52,384.62
KCET	0%	\$0.00
KCOP	0%	\$0.00
KDOC	0%	\$0.00
KHIZ	0%	\$0.00
KHSC	0%	\$0.00
KIDN	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	23%	\$50,201.92
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00
KSCI	0%	\$0.00

KTBN	0%	\$0.00
KTLA	11%	\$24,009.62
KTTV	11%	\$24,009.62
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: MIKE BLOOMBERG 2020 INC
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 Estimate: 126
KABC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KABC	02/10/20	02/10/20	M-F 10a-11a M-F 10a-11a	CM	Cc 10a-11a	1-----	:30	1	\$1,800.00	P-02	0.00	NM	1	\$1,800.00
(Program: THE VIEW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	1-----					1	\$1,800.00		0.00			
2	KABC	02/10/20	02/11/20	M-F 12p-1p M-F 12p-1p	CM	Cc 12p-1p	-1-----	:30	1	\$1,500.00	P-02	0.00	NM	1	\$1,500.00
(Program: STRAHAN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	-1-----					1	\$1,500.00		0.00			
3	KABC	02/10/20	02/12/20	M-F 1p-2p M-F 1p-2p	CM	Cc 1p-2p	1-1----	:30	2	\$600.00	P-02	0.00	NM	2	\$1,200.00
(Program: TAMRON HALL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	1-1----					2	\$600.00		0.00			
4	KABC	02/10/20	02/12/20	M-F 2p-3p M-F 2p-3p	CM	Cc 2p-3p	111----	:30	3	\$2,000.00	P-02	0.00	NM	2	\$4,000.00
(Program: GH)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	111----					3	\$2,000.00		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>				
3	KABC	02/10/20-02/16/20	M-F 2p-3p			2p-3p	MTW-----	:30	(\$2,000.00)	0.00	NM				
Credited [Credit: Not Available]															
5	KABC	02/10/20	02/12/20	M-F 1135p-1237a M-F 1135p-1237a	CM	Cc 1135p-1237a	--1----	:30	1	\$1,000.00	P-02	0.00	NM	1	\$1,000.00
(Program: KIMMEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	--1----					1	\$1,000.00		0.00			
6	KABC	02/10/20	02/10/20	M-F 107a-208a M-F 107a-208a	CM	Cc 107a-208a	1-----	:30	1	\$250.00	P-02	0.00	NM	1	\$250.00
(Program: TAMRON HALL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	1-----					1	\$250.00		0.00			
7	KABC	02/10/20	02/10/20	Mon Prime Hour C Mon Good Dr.	CM	Cc 10p-11p	1-----	:30	1	\$7,000.00	P-02	0.00	NM	1	\$7,000.00
(Program: THE GOOD DOCTOR)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	1-----					1	\$7,000.00		0.00			
8	KABC	02/10/20	02/11/20	Tues Prime Hour B Tues Mixedish/Blackish	CM	Cc 9p-10p	-2-----	:30	2	\$12,000.00	P-02	0.00	NM	2	\$24,000.00
(Program: MIXED-ISH/BLACK-ISH)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	-2-----					2	\$12,000.00		0.00			
9	KABC	02/10/20	02/12/20	Wed Prime Hour A Wed Goldbergs/Schooled	CM	Cc 8p-9p	--2----	:30	2	\$8,000.00	P-02	0.00	NM	2	\$16,000.00
(Program: GOLDBERGS/SCHOOLED)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/10/20	02/16/20	--2----					2	\$8,000.00		0.00			

Totals 13 \$56,750.00