

ORDER



Orders
Order / Rev: 943762 - 2
Alt Order #:
Product Desc: MBLM MIKE BLOOMBERG 2020 -1Q20
Estimate: 0117
Flight Dates: 01/18/20 - 01/24/20
Original Date / Rev: 01/16/20 / 01/28/20
Order Type: GENERAL

KCOP

Primary AE: Maliha Khan
Sales Office: N-PHI
Sales Region: National

Agency
Name: Assembly Media
Buying Contact: Heather Goldsmith
Billing Contact:
 711 Third Avenue
 New York, NY 10017

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

Advertiser
Name: Michael Bloomberg 2020, Inc
Demographic: A35+
Product Codes: PL1a
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: Political LUR

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: Presidential-
Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/24/20	28	\$5,550.00	\$4,717.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	28	\$5,550.00	\$4,717.50	0.00
Totals	28	\$5,550.00	\$4,717.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maliha Khan	N-PHI	National	Start Of Order - End Of Order	100%
Robert Check			Start Of Order - End Of Order	0%
Stacy Kling			Start Of Order - End Of Order	0%

Order Share

Order Share	Share	Total
KCOP	2%	\$5,550.00
Market	100%	\$277,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KABC	0%	\$0.00
KCAL	2%	\$5,550.00
KCBS	0%	\$0.00
KCET	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	0%	\$0.00
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00

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Advertiser:	Michael Bloomberg 2020, Inc	
Product Desc:	MBLM MIKE BLOOMBERG 2020 -1Q20	KCOP
Estimate:	0117	

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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 Flight Dates: 01/18/20 - 01/24/20

Advertiser: Michael Bloomberg 2020, Inc
 Product Desc: MBLM MIKE BLOOMBERG 2020 -1Q20
 Estimate: 0117

KCOP

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: 01/20/20	01/26/20	MTWTF--		2				\$50.00		0.00			
11	KCOP	01/18/20	01/18/20	Sa 10p-1030p LF 1 King of Queens	CM	10p-1030p	-----S-	:30	1	\$225.00	Politic	0.00	NM	1	\$225.00
		<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				\$225.00		0.00			
12	KCOP	01/19/20	01/19/20	Su 10p-1030p LF 1 Seinfeld	CM	10p-1030p	-----S	:30	1	\$325.00	Politic	0.00	NM	1	\$325.00
		<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				\$325.00		0.00			
													Totals	28	\$5,550.00