

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 26321  
**Alt Order #:** 26804707  
**Product Desc:** Political  
**Estimate:** 8406  
**Flight Dates:** 02/20/20 - 02/24/20  
**Original Date / Rev:** 02/21/20 / 02/24/20  
**Order Type:** GENERAL

**Primary AE:** Christopher Lynch  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Buying Time LLC  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Avenue NW  
 Washington, DC 20001

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

**Advertiser Name:** Political - Tom Steyer for President  
**Demographic:** A18+  
**Product Codes:** PL1  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/23/20	23	\$1,815.00	\$1,542.75
02/24/20	02/24/20	10	\$770.00	\$654.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	23	\$1,815.00	\$1,542.75	0.00
March 2020	10	\$770.00	\$654.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$2,585.00</b>	<b>\$2,197.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Lynch			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WCOV-TV	10%	\$2,585.00
Market	100%	\$25,850.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$23,265.00
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WCOV	02/20/20	02/20/20	Daytime 8a-9a Real	CM	8a-9a	---T---	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
				M-F 8a-9a The Real											
				The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	02/17/20	02/23/20	---T---		1		\$10.00		0.00					
2	WCOV	02/21/20	02/21/20	Daytime 8a-9a Real	CM	8a-9a	----F--	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
				M-F 8a-9a The Real											
				The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	02/17/20	02/23/20	----F--		1		\$10.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCOV	02/24/20	02/24/20	Daytime 8a-9a Real M-F 8a-9a The Real	CM	8a-9a	M-----	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/24/20 03/01/20		M-----		1		\$10.00		0.00					
6	WCOV	02/20/20	02/20/20	Daytime 9a-10a Oz/And M-F 9a-10a Oz	CM	9a-10a	---T---	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		---T---		1		\$10.00		0.00					
7	WCOV	02/21/20	02/21/20	Daytime 9a-10a Oz/And M-F 9a-10a Oz	CM	9a-10a	----F--	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		----F--		1		\$10.00		0.00					
8	WCOV	02/24/20	02/24/20	Daytime 9a-10a Oz/And M-F 9a-10a Andy	CM	9a-10a	M-----	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/24/20 03/01/20		M-----		1		\$10.00		0.00					
11	WCOV	02/20/20	02/20/20	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	---T---	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		---T---		2		\$50.00		0.00					
12	WCOV	02/21/20	02/21/20	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	----F--	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		----F--		2		\$50.00		0.00					
13	WCOV	02/24/20	02/24/20	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	M-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/24/20 03/01/20		M-----		2		\$50.00		0.00					
16	WCOV	02/20/20	02/20/20	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	---T---	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		---T---		2		\$50.00		0.00					
17	WCOV	02/21/20	02/21/20	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	----F--	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		----F--		2		\$50.00		0.00					
18	WCOV	02/24/20	02/24/20	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	M-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/24/20 03/01/20		M-----		2		\$50.00		0.00					
21	WCOV	02/20/20	02/20/20	Early Fringe 5-6pm BBT M-F 5p-6p Big Bang Theory	CM	5p-6p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		---T---		1		\$50.00		0.00					
22	WCOV	02/21/20	02/21/20	Early Fringe 5-6pm BBT M-F 5p-6p Big Bang Theory	CM	5p-6p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/17/20 02/23/20		----F--		1		\$50.00		0.00					
23	WCOV	02/24/20	02/24/20		CM	5p-6p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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Early Fringe 5-6pm BBT															
M-F 5p-6p Big Bang Theory															
Big Bang Theory															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	M-----		1				\$50.00		0.00			
26	WCOV	02/20/20	02/20/20	M-F 6p-630p DM	CM	6p-630p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
M-F 6p-630p Daily Mail															
Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	---T---		1				\$50.00		0.00			
27	WCOV	02/21/20	02/21/20	M-F 6p-630p DM	CM	6p-630p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
M-F 6p-630p Daily Mail															
Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	----F--		1				\$50.00		0.00			
28	WCOV	02/24/20	02/24/20	M-F 6p-630p DM	CM	6p-630p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
M-F 6p-630p Daily Mail															
Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	M-----		1				\$50.00		0.00			
31	WCOV	02/24/20	02/24/20	Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
Mon 7p-8p															
9-1-1: Lone Star-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	M-----		1				\$300.00		0.00			
32	WCOV	02/20/20	02/20/20	M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
M-F 9p-935p Late News															
Wcov 9 O'Clock Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	---T---		1				\$150.00		0.00			
33	WCOV	02/21/20	02/21/20	M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
M-F 9p-935p Late News															
Wcov 9 O'Clock Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	----F--		1				\$150.00		0.00			
34	WCOV	02/24/20	02/24/20	M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
M-F 9p-935p Late News															
Wcov 9 O'Clock Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/24/20	03/01/20	M-----		1				\$150.00		0.00			
39	WCOV	02/20/20	02/20/20	Thurs 8p-9p	CM	8p-9p	---T---	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
Thurs 8p-9p															
Deputy-FOX															
[4Q'18 9-1-1 (M 8p, similar appl pgm) avg shares applied to Nov'18 TP H/P levels.]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	---T---		1				\$300.00		0.00			
40	WCOV	02/22/20	02/22/20	FOX College Basketball	CM	Various	-----S-	:30	1	\$250.00	L-2	0.00	NM	1	\$250.00
FOX College Basketball Ga															
College Basketball															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-----S-		1				\$250.00		0.00			
41	WCOV	02/22/20	02/22/20	XFL Football Game	CM	Various	-----S-	:30	1	\$200.00	L-3	0.00	NM	1	\$200.00
XFL Football Game															
XFL Football															
[2/9/2019 CBS Alliance of American Football Debut (similar appeal prog ramming) actual delivery on WAKA.]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-----S-		1				\$200.00		0.00			
42	WCOV	02/23/20	02/23/20	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
Sun 9p-930p Late News															
Fox News @ 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	-----S		1				\$100.00		0.00			

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43	WCOV	02/23/20	02/23/20	Su 930p-10p Su 930p-10p	CM	930p-10p	-----S	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
Auburn Review															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	-----S		1				\$25.00		0.00			
													Totals	33	\$2,585.00