

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
Totals	33	\$2,585.00	\$2,197.25	0.00

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
WNCN	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 M-F 8a-9a The Real	CM	8a-9a	---T---	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
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 M-F 8a-9a The Real	CM	8a-9a	----F--	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
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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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 BBTCM 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 BBTCM 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 BB1															
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 programming) 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		02/17/20	02/23/20	-----S		1		\$25.00		0.00					
													Totals	33	\$2,585.00