

## ORDER



**Orders**  
**Order / Rev:** 987163  
**Alt Order #:** 09682223  
**Product Desc:** BLOOMBERG 4 PRES :30  
**Estimate:** 9460  
**Flight Dates:** 12/04/19 - 12/09/19  
**Original Date / Rev:** 11/27/19 / 12/03/19  
**Order Type:** GENERAL

## WHNS-TV

**Primary AE:** Darah Wright  
**Sales Office:** H-WDC  
**Sales Region:** National

**Agency Name:** Assembly - DNC  
**Buying Contact:**  
**Billing Contact:**  
 711 3rd Avenue, FL 2  
 New York, NY 10017

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

**Advertiser Name:** Mike Bloomberg 2020 Inc For President  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Presidential  
**Revenue Code 1:** POL  
**Revenue Code 2:** PLC  
**Revenue Code 3:** PPL

**New Business Thru:**  
**Advertiser External ID:** 639054  
**Agency External ID:** 117796  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/25/19	12/09/19	42	\$10,495.00	\$8,920.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2019	42	\$10,495.00	\$8,920.75	0.00
<b>Totals</b>	<b>42</b>	<b>\$10,495.00</b>	<b>\$8,920.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Darah Wright			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHNS-TV	6%	\$10,495.00
Market	100%	\$174,916.67

## Competitive Share

	Share	Total
WLOS	40%	\$69,966.67
WSPA	40%	\$69,966.67
WYCW	0%	\$0.00
WYFF	14%	\$24,488.33
WYMA	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHNS	12/09/19	12/09/19	M-F Late News M-F Late News	CM	M-F 10-11p	1-----	:30	1	\$325.00	PMT	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:		12/09/19	12/15/19	1-----			1			\$325.00		0.00			
N 2	WHNS	12/09/19	12/09/19	Late News M-F 11pm Late News M-F 11pm	CM	M-F 11p-1135p	1-----	:30	1	\$300.00	PMT	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		12/09/19	12/15/19	1-----			1			\$300.00		0.00			
N 3	WHNS	12/04/19	12/06/19	M-F Late News M-F Late News	CM	M-F 10-11p	--WTF--	:30	3	\$325.00	PMT	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Estimate: 9460

**WHNS-TV**

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:		12/02/19	12/08/19	--WTF--		3				\$325.00		0.00			
N 4	WHNS	12/04/19	12/06/19	Late News M-F 11pm Late News M-F 11pm	CM	M-F 11p-1135p	--WTF--	:30	3	\$300.00	PMT	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	--WTF--		3				\$300.00		0.00			
N 5	WHNS	12/04/19	12/04/19	Wed 8-9p Wed 8-9p	CM	Wed 8-9p	--1----	:30	1	\$1,200.00	PMT	0.00	NM	1	\$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:		12/02/19	12/08/19	--1----		1				\$1,200.00		0.00			
N 6	WHNS	12/05/19	12/05/19	Delayed Late News Delayed Late News	CM	M-SU 1030p-1x	---1---	:30	1	\$200.00	PMT	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:		12/02/19	12/08/19	---1---		1				\$200.00		0.00			
N 7	WHNS	12/07/19	12/07/19	Sa-Su 4a-7p Rotator Weekend Rotator	CM	12p-658p (6:00 PM-7:00 PM)	-----	:30	0	\$30.00	PMT	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-----1-		1				\$30.00		0.00			
N 8	WHNS	12/07/19	12/07/19	Delayed Late News Delayed Late News	CM	M-SU 1030p-1x (11:00 PM-12:00 XM)	-----1-	:30	1	\$125.00	PMT	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-----1-		1				\$125.00		0.00			
N 9	WHNS	12/09/19	12/09/19	M-F 6-7a Morning News M-F 6-7a Morning News	CM	M-F 6-7a Morning (6:30 AM-7:00 AM)	1-----	:30	1	\$200.00	PMT	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:		12/09/19	12/15/19	1-----		1				\$200.00		0.00			
N 10	WHNS	12/09/19	12/09/19	M-F 7-8a Morning News M-F 7-8a	CM	M-F 7a-8a (7:00 AM-7:30 AM)	1-----	:30	1	\$250.00	PMT	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/09/19	12/15/19	1-----		1				\$250.00		0.00			
N 11	WHNS	12/09/19	12/09/19	M-F 7-8a Morning News M-F 7-8a	CM	M-F 7a-8a (7:30 AM-8:00 AM)	1-----	:30	1	\$250.00	PMT	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/09/19	12/15/19	1-----		1				\$250.00		0.00			
N 12	WHNS	12/09/19	12/09/19	M-F 8-9a Morning News M-F 8-9a	CM	M-F 8-9a (8:00 AM-8:30 AM)	1-----	:30	1	\$225.00	PMT	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:		12/09/19	12/15/19	1-----		1				\$225.00		0.00			
N 13	WHNS	12/09/19	12/09/19	M-F 8-9a Morning News M-F 8-9a	CM	M-F 8-9a (8:30 AM-9:00 AM)	1-----	:30	1	\$225.00	PMT	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:		12/09/19	12/15/19	1-----		1				\$225.00		0.00			
N 14	WHNS	12/09/19	12/09/19	M-F 7-730p M-F 7-730p	CM	M-F 7-730p	1-----	:30	1	\$185.00	PMT	0.00	NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/09/19	12/15/19	1-----		1				\$185.00		0.00			
N 15	WHNS	12/09/19	12/09/19	M-F 7:30-8p M-F 730-8p	CM	M-F 730-8p	1-----	:30	1	\$200.00	PMT	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:		12/09/19	12/15/19	1-----		1				\$200.00		0.00			
N 16	WHNS	12/04/19	12/06/19	M-F 6-7a Morning News M-F 6-7a Morning News	CM	M-F 6-7a Morning (6:30 AM-7:00 AM)	--WTF--	:30	3	\$200.00	PMT	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:		12/02/19	12/08/19	--WTF--		3				\$200.00		0.00			
N 17	WHNS	12/04/19	12/06/19	M-F 7-8a Morning News M-F 7-8a	CM	M-F 7a-8a (7:00 AM-7:30 AM)	--WTF--	:30	3	\$250.00	PMT	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:		12/02/19	12/08/19	--WTF--		3				\$250.00		0.00			
N 18	WHNS	12/04/19	12/06/19		CM	M-F 7a-8a		:30	3	\$250.00	PMT	0.00	NM	3	\$750.00

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WHNS-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-8a Morning News			-- WTF--								
				M-F 7-8a		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-- WTF--					3	\$250.00		0.00			
N 19	WHNS	12/04/19	12/06/19	M-F 8-9a Morning NewsCM		M-F 8-9a	-- WTF--	:30	3	\$225.00	PMT	0.00	NM	3	\$675.00
				M-F 8-9a		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-- WTF--					3	\$225.00		0.00			
N 20	WHNS	12/04/19	12/06/19	M-F 8-9a Morning NewsCM		M-F 8-9a	-- WTF--	:30	3	\$225.00	PMT	0.00	NM	3	\$675.00
				M-F 8-9a		(8:30 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-- WTF--					3	\$225.00		0.00			
N 21	WHNS	12/04/19	12/06/19	M-F 7-730p	CM	M-F 7-730p	-- WTF--	:30	3	\$185.00	PMT	0.00	NM	3	\$555.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-- WTF--					3	\$185.00		0.00			
N 22	WHNS	12/04/19	12/06/19	M-F 7:30-8p	CM	M-F 730-8p	-- W- F--	:30	3	\$200.00	PMT	0.00	NM	3	\$600.00
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-- W- F--					3	\$200.00		0.00			
N 23	WHNS	12/07/19	12/07/19	NCAA Pre Game Show CM		Various	----- 1-	:30	1	\$50.00	PMT	0.00	NM	1	\$50.00
				NCAA PREGAME SHOW		(7:00 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	----- 1-					1	\$50.00		0.00			
N 24	WHNS	12/08/19	12/08/19	Sa-Su 10p-11p Wknd	CM	Sa-Su 10-11p	----- 1	:30	1	\$250.00	PMT	0.00	NM	1	\$250.00
				Sa-Su 10p-11p Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	----- 1					1	\$250.00		0.00			
													Totals	42	\$10,495.00