## ORDER

Print Date 02/17/22 14:40:17 WCOV-TV

- 1	O	r	d	е	r	

Order / Rev:

31630

Alt Order #:

27674034

Product Desc:

MALFU

Estimate:

10073 POLITICAL ISSUE

Flight Dates:

02/15/22 - 02/21/22

Original Date / Rev: Order Type:

02/07/22 / 02/17/22

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Jenna Nubar

WASH

NAT

Agency

Name:

Mentzer Media Services

**Buying Contact:** 

Billing Contact:

600 Fairmont Avenue

Towson, MD 21286

Billing Cycle:

Billing Calendar:

Broadcast EOM/EOC

Cash

Agency Commission:

15%

Advertiser

Name:

Political - Alabama's Future

Demographic:

A35+

Product Codes:

PL2

AGY

Revenue Code 1: Revenue Code 2:

POL ISS

L-4

Revenue Code 3:

Priority:

25

New Business End:

Advertiser External ID:

Agency External ID:

Unit Code:

Order Separation:

General

00:30:00

Bill Plan

Start Date End Date # Spots 01/31/22 02/21/22

Gross Amount Net Amount \$2,450.00

\$2,082.50

**Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	25	\$2,450.00	\$2,082.50	0.00
Totals	25	\$2,450.00	\$2,082.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jenna Nubar			Start Of Order - End Of Order	100%

Order Share	Share	Total		
WCOV-TV	10%	\$2,450.00		
Market	100%	\$24,500.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$22,050.00
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 1 WCOV	02/15/22	2 02/15/22		CM	4p-5p	-T	:30	1	\$50.00L-4	0.00 NM	1	\$50.00
			M-F 4p-5p Ellen							- 1		
Ellen										- 1		
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 02/	14/22	02/20/22	-T	1	\$50.00	0.00						
N 2 WCOV	02/16/22	2 02/16/22	Court 4p-5p Ellen	CM	4p-5p	W	:30	1	\$50.00L-4	0.00 NM	1	\$50.00
			M-F 4p-5p Ellen						VC+0040244074 NC24426 133	3030000000 0000000		*******
Ellen			ACCOUNT AND SE STREET, SOURCE STREET									
<u>Star</u>	rt Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 02/	14/22	02/20/22	W	1	\$50.00	0.00						
N 3 WCOV	02/17/22	2 02/17/22		СМ	4p-5p	T	:30	1	\$50.00L-4	0.00 NM	1	\$50.00

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Order / Rev:

31630

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Political - Alabama's Future

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WCOV-TV

Flight Dates:

02/15/22 - 02/21/22

Estimate:

10073 POLITICAL ISSUE

Ln Ch	Start	End	Inventory Code		Start/End	Time Da	ys	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			Court 4p-5p Ellen M-F 4p-5p Ellen				100			Mts.			
Ellen													
<u>Sta</u> Week: 02	art Date	End Date 02/20/22	Weekdays T	Spots/Week	Rate \$50.00	Rating 0.00							
N 4 WCOV					4p-5p		-F	:30	1	\$50.00L-4	0.00 NM	1	\$50.00
			M-F 4p-5p Ellen		r - r				·	\$50.00E	0.00 14111	·	Ψ00.00
Ellen Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 02/		02/20/22	F	1	\$50.00	0.00							
N 5 WCOV	02/21/2	22 02/21/22		СМ	4p-5p	M		:30	1	\$50.00L-4	0.00 NM	1	\$50.00
Ellen			M-F 4p-5p Ellen										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 02/		02/27/22	M	1	\$50.00	0.00			Eughton 1	200			
N 6 WCOV	02/21/2	22 02/21/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M		:30	1	\$150.00L-4	0.00 NM	1	\$150.00
	one Sta												
1770			res applied to Nov'1										
Week: 02/	rt Date /21/22	End Date 02/27/22	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00							
N 7 WCOV	02/15/2	22 02/15/22	Tues 7p-8p	СМ	7p-8p	-T		:30	1	\$150.00L-4	0.00 NM	1	\$150.00
The Per	oidont E	OV	Tues 7p-8p								20 HANDOOM MADEEN		
	sident-Fo ort Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 02/		02/20/22	-T	1	\$150.00	0.00							
N 8 WCOV	02/16/2	22 02/16/22	Wed 7p-8p	CM	7p-8p	W-		:30	1	\$150.00L-4	0.00 NM	1	\$150.00
I Can S	ee Your	Voice-FOX	Wed 7p-8p										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 02/		02/20/22	W	1	\$150.00	0.00							
N 9 WCOV	02/16/2	22 02/16/22	Wed 8p-9p Wed 8p-9p	CM	8p-9p	W-		:30	1	\$150.00L-4	0.00 NM	1	\$150.00
Next Le	vel Chef	-FOX	rred op op										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 02/ N 10 WCOV		02/20/22	Nascar Race	CM	\$150.00 Various	0.00	5	:30	1	\$600.00L-4	0.00 NM		\$600.00
	02/20/2	01,20,22	Daytona 500	OW	various		3	.50	,	φ000.00 L-4	U.UU INIVI	1	\$600.00
Daytona		F-4D-4	West	0									
<u>Sta</u> Week: 02/	rt Date 14/22	End Date 02/20/22	Weekdays S	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00							
Spot Ch	Date Ra	ange <u>D</u>	escription		End Time	0.00	We	ekdays	Len	gth Rate	Rtg Type		
		2-02/20/22 N	ascar Race	Vario	us			Su		:30 (\$600.00)	0.00 <i>NM</i>		
	9 MG 10 02/14/2	.∠ 2-02/20/22 N	ascar Race	Vario	110			Su		:30 \$600.00	0.00 NM		
5-00	for 10.1		40041 1.400	vario	43			30		.50 \$000.00	0.00 14101		
N11 WCOV	02/15/2	2 02/15/22	M-F 9p-935p Late	NewsCM	9p-935p	-T		:30	1	\$100.00L-4	0.00 NM	1	\$100.00
Maay 0	O'Clask	Local News	M-F 9p-935p Late	News							- 1		
0.00.000-2000.000-000	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					1		
Week: 02/		02/20/22	-T	1	\$100.00	0.00							
N 12 WCOV	02/16/2	2 02/16/22	M-F 9p-935p Late		9p-935p	W-		:30	1	\$100.00L-4	0.00 NM	1	\$100.00
Wcov 9	O'Clock	Local News	M-F 9p-935p Late	News									
	rt Date	End Date		Spots/Week	Rate	Rating							
Week: 02/		02/20/22	W	1	\$100.00	0.00							
N 13 WCOV	02/17/2	2 02/17/22	M-F 9p-935p Late M-F 9p-935p Late		9p-935p	T		:30	1	\$100.00L-4	0.00 NM	1	\$100.00
Wcov 9	O'Clock	Local News											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 02/	14/22	02/20/22	1	1	\$100.00	0.00							

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WCOV-TV

Order / Rev: 31630 Advertiser: Political - Alabama's Future Alt Order #: 27674034 Product Desc: MALFU

Flight Dates: 02/15/22 - 02/21/22 Estimate:

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount N 14 WCOV 02/18/22 02/18/22 M-F 9p-935p Late NewsCM 9p-935p :30 \$100.00L-4 0.00 NM \$100.00 M-F 9p-935p Late News Wcov 9 O'Clock Local News Start Date End Date Weekdays Spots/Week Rate Rating Week: 02/14/22 02/20/22 ----F--1 \$100.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 NCOV 02/14/22-02/20/22 M-F 9p-935p Late News 9p-935p :30 (\$100.00) 0.00 NM See MG 14.2,14.3 [na] 2 VCOV 02/18/22-02/21/22 M-F 630p-7p Extra 630p-7p M----F----:30 \$50.00 0.00 NM MG for 14.1 02/18 3 VCOV 02/18/22-02/21/22 M-F 630p-7p Extra 630p-7p :30 \$50.00 0.00 NM MG for 14.1 02/18 N 15 WCOV 02/21/22 02/21/22 M-F 9p-935p Late News CM 9p-935p M----:30 \$100.00L-4 0.00 NM 1 \$100.00 M-F 9p-935p Late News Wcov 9 O'Clock Local News Start Date End Date Weekdays Spots/Week Rating Rate Week: 02/21/22 02/27/22 \$100.00 0.00 N16 WCOV 02/19/22 02/19/22 Sat 9-930p Late News CM 9p-930p ----S-:30 \$50.00L-4 0.00 NM 0 \$0.00 Sat 9p-930p Late News Fox News @ 9 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 02/14/22 02/20/22 ----5-\$50.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 NCOV 02/14/22-02/20/22 Sat 9-930p Late News 9p-930p :30 (\$50.00) 0.00 NM See MG 17.2 [na] N 17 WCOV 02/20/22 02/20/22 Sun 9-930p Late News CM 9p-930p :30 \$100.00L-4 0.00 NM \$150.00 1 Sun 9p-930p Late News Fox News @ 9 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 02/14/22 02/20/22 \$100.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 VCOV 02/14/22-02/20/22 Sun 9-930p Late News 9p-930p ----Su :30 (\$100.00) 0.00 NM See MG 17.2 [na] 2 VCOV 02/14/22-02/20/22 Sun 9-930p Late News 9p-930p ----Su :30 \$150.00 0.00 NM MG for 17.1,16.1 N 18 WCOV 02/15/22 02/15/22 M-F 935p-1005p CM 935p-1005p -T----:30 1 \$50.00L-4 0.00 NM \$50.00 M-F 935p-1005p Andy Andy Griffith Start Date **End Date** Weekdays Spots/Week Rating Rate 02/20/22 Week: 02/14/22 -T----\$50.00 0.00 N 19 WCOV 02/16/22 02/16/22 M-F 935p-1005p CM 935p-1005p --W----:30 \$50.00L-4 0.00 NM \$50.00 M-F 935p-1005p Andy Andy Griffith Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 02/14/22 02/20/22 --W----\$50.00 0.00 N 20 WCOV 02/17/22 02/17/22 M-F 935p-1005p CM 935p-1005p :30 1 \$50.00L-4 0.00 NM 1 \$50.00 M-F 935p-1005p Andy Andy Griffith Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 02/14/22 02/20/22 ---T---\$50.00 0.00 N21 WCOV 02/18/22 02/18/22 M-F 935p-1005p СМ 935p-1005p ----F--:30 \$50.00L-4 0.00 NM 1 \$50.00 M-F 935p-1005p Andy Andy Griffith Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 02/14/22 02/20/22 ----F--\$50.00 0.00 N22 WCOV 02/21/22 02/21/22 M-F 935p-1005p CM 935p-1005p M----:30 \$50.00L-4 1 0.00 NM 1 \$50.00 M-F 935p-1005p Andy Andy Griffith

Print Date: 02/17/22 14:40:17

WCOV-TV

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Order / Rev:

31630

Advertiser:

Political - Alabama's Future

Alt Order #: Flight Dates: 27674034

02/15/22 - 02/21/22

MALFU

Product Desc: Estimate:

10073 POLITICAL ISSUE

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 02/21/22	02/27/22	M	1	\$50.00	0.00						
N 23 WCOV 02/19/	22 02/19/22	Sa 930p-10p	CM	930p-10p	S-	:30	1	\$25.00 L-4	0.00 NM	1	\$25.00
		Sa 930p-10p									
Andy Griffith											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 02/14/22	02/20/22	S-	1	\$25.00	0.00						
N24 WCOV 02/20/	22 02/20/22	Su 10p-1030p	CM	10p-1030p	S	:30	1	\$25.00 L-4	0.00 NM	1	\$25.00
		Su 10p-1030p									
Big Bang Theo	ry										
Start Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
Week: 02/14/22	02/20/22	S	1	\$25.00	0.00						
N25 WCOV 02/17	22 02/17/22	M-F 630p-7p Extr	a CM	630p-7p	T	:30	1	\$50.00L-4	0.00 NM	1	\$50.00
		M-F 630p-7p Ext	ra						1		
Start Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
Week: 02/14/22	02/20/22	T	1	\$50.00	0.00	100					
			<del></del>						Totals	25	\$2,450.00