

# ORDER



**Orders**  
**Order / Rev:** 31630  
**Alt Order #:** 27674034  
**Product Desc:** MALFU  
**Estimate:** 10073 POLITICAL ISSUE  
**Flight Dates:** 02/15/22 - 02/21/22  
**Original Date / Rev:** 02/07/22 / 02/17/22  
**Order Type:** GENERAL

**Primary AE:** Jenna Nubar  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue  
 Towson, MD 21286

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

**Advertiser Name:** Political - Alabama's Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** L-4

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/31/22	02/21/22	25	\$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
<b>Totals</b>	<b>25</b>	<b>\$2,450.00</b>	<b>\$2,082.50</b>	<b>0.00</b>

**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	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	02/15/22	02/15/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 02/14/22	02/20/22	-T-----	1	\$50.00	0.00								
N 2	WCOV	02/16/22	02/16/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 02/14/22	02/20/22	--W----	1	\$50.00	0.00								
N 3	WCOV	02/17/22	02/17/22		CM	4p-5p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Court 4p-5p Ellen M-F 4p-5p Ellen											
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/14/22	02/20/22	---T---			1		\$50.00		0.00				
N 4	WCOV	02/18/22	02/18/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/14/22	02/20/22	----F--			1		\$50.00		0.00				
N 5	WCOV	02/21/22	02/21/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/21/22	02/27/22	M-----			1		\$50.00		0.00				
N 6	WCOV	02/21/22	02/21/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				9-1-1: Lone Star [4Q'18 9-1-1 (M 8p) 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:		02/21/22	02/27/22	M-----			1		\$150.00		0.00				
N 7	WCOV	02/15/22	02/15/22	Tues 7p-8p Tues 7p-8p	CM	7p-8p	-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				The Resident-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/14/22	02/20/22	-T-----			1		\$150.00		0.00				
N 8	WCOV	02/16/22	02/16/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				I Can See Your Voice-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/14/22	02/20/22	--W----			1		\$150.00		0.00				
N 9	WCOV	02/16/22	02/16/22	Wed 8p-9p Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Next Level Chef-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/14/22	02/20/22	--W----			1		\$150.00		0.00				
N 10	WCOV	02/20/22	02/20/22	Nascar Race Daytona 500	CM	Various	-----S	:30	1	\$600.00	L-4	0.00	NM	1	\$600.00
				Daytona 500											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/14/22	02/20/22	-----S			1		\$600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WCOV	02/14/22-02/20/22	Nascar Race				Various	-----Su	:30	(\$600.00)	0.00	NM			
				See MG 10.2											
2	WCOV	02/14/22-02/20/22	Nascar Race				Various	-----Su	:30	\$600.00	0.00	NM			
				Ⓜ MG for 10.1 02/20											
N 11	WCOV	02/15/22	02/15/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	-T-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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:		02/14/22	02/20/22	-T-----			1		\$100.00		0.00				
N 12	WCOV	02/16/22	02/16/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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:		02/14/22	02/20/22	--W----			1		\$100.00		0.00				
N 13	WCOV	02/17/22	02/17/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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:		02/14/22	02/20/22	---T---			1		\$100.00		0.00				



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/21/22	02/27/22	M-----		1				\$50.00		0.00			
N23	WCOV	02/19/22	02/19/22	Sa 930p-10p Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/14/22	02/20/22	-----S-		1				\$25.00		0.00			
N24	WCOV	02/20/22	02/20/22	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
		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:		02/14/22	02/20/22	-----S		1				\$25.00		0.00			
N25	WCOV	02/17/22	02/17/22	M-F 630p-7p Extra M-F 630p-7p Extra	CM	630p-7p	---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:		02/14/22	02/20/22	---T---		1				\$50.00		0.00			
													Totals	25	\$2,450.00