

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31788  
**Alt Order #:** 27685321  
**Product Desc:** MALFU  
**Estimate:** 10137 POLITICAL ISSUE  
**Flight Dates:** 03/08/22 - 03/14/22  
**Original Date / Rev:** 03/02/22 / 03/02/22  
**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
02/28/22	03/14/22	29	\$3,700.00	\$3,145.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	29	\$3,700.00	\$3,145.00	0.00
<b>Totals</b>	<b>29</b>	<b>\$3,700.00</b>	<b>\$3,145.00</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%	\$3,700.00
Market	100%	\$37,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$33,300.00
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	03/08/22	03/08/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	-T-----	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/22	03/13/22	-T-----		1		\$75.00		0.00					
N 2	WCOV	03/10/22	03/10/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	---T---	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/07/22	03/13/22	---T---		1		\$75.00		0.00					
N 3	WCOV	03/11/22	03/11/22		CM	3p-4p	----F--	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Court 3p-4p Real M-F 3p-4p 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:		03/07/22	03/13/22	----F--	1	\$75.00	0.00								
N 4	WCOV	03/08/22	03/08/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		03/07/22	03/13/22	-T-----	1	\$50.00	0.00								
N 5	WCOV	03/09/22	03/09/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		03/07/22	03/13/22	--W----	1	\$50.00	0.00								
N 6	WCOV	03/10/22	03/10/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		03/07/22	03/13/22	---T---	1	\$50.00	0.00								
N 7	WCOV	03/11/22	03/11/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		03/07/22	03/13/22	----F--	1	\$50.00	0.00								
N 8	WCOV	03/14/22	03/14/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		03/14/22	03/20/22	M-----	1	\$50.00	0.00								
N 9	WCOV	03/14/22	03/14/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
				9-1-1: Lone Star											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/14/22	03/20/22	M-----	1	\$300.00	0.00								
N 10	WCOV	03/08/22	03/08/22	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:		03/07/22	03/13/22	-T-----	1	\$150.00	0.00								
N 11	WCOV	03/08/22	03/08/22	Tues 8p-9p Tues 8p-9p	CM		-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				I Can See Your Voice(SF)-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/07/22	03/13/22	-T-----	1	\$150.00	0.00								
N 12	WCOV	03/09/22	03/09/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				The Masked Singer-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/07/22	03/13/22	--W----	1	\$150.00	0.00								
N 13	WCOV	03/09/22	03/09/22	Wed 8p-9p Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Domino Masters-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/07/22	03/13/22	--W----	1	\$150.00	0.00								
N 14	WCOV	03/13/22	03/13/22	Nascar Race Nascar Race	CM	Various	-----S	:30	3	\$400.00	L-4	0.00	NM	3	\$1,200.00
				NASCAR Cup-Phoenix											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/07/22	03/13/22	-----S	3	\$400.00	0.00								
N 15	WCOV	03/08/22	03/08/22		CM	9p-935p	-T-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

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N 16	WCOV	03/09/22	03/09/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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: 03/07/22	03/13/22	-T-----					1	\$150.00		0.00			
N 17	WCOV	03/10/22	03/10/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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: 03/07/22	03/13/22	--W----					1	\$150.00		0.00			
N 18	WCOV	03/11/22	03/11/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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: 03/07/22	03/13/22	----F--					1	\$150.00		0.00			
N 19	WCOV	03/14/22	03/14/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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: 03/14/22	03/20/22	M-----					1	\$150.00		0.00			
N 20	WCOV	03/12/22	03/12/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		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: 03/07/22	03/13/22	-----S-					1	\$100.00		0.00			
N 21	WCOV	03/13/22	03/13/22	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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: 03/07/22	03/13/22	-----S					1	\$150.00		0.00			
N 22	WCOV	03/08/22	03/08/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI-T-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	-T-----					1	\$20.00		0.00			
N 23	WCOV	03/09/22	03/09/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI--W----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	--W----					1	\$20.00		0.00			
N 24	WCOV	03/10/22	03/10/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI---T---	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	---T---					1	\$20.00		0.00			
N 25	WCOV	03/11/22	03/11/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI----F--	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	----F--					1	\$20.00		0.00			
N 26	WCOV	03/14/22	03/14/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/22	03/20/22	M-----					1	\$20.00		0.00			
N 27	WCOV	03/12/22	03/12/22		CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00

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WCOV-TV

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				Sa 930p-10p											
				Sa 930p-10p											
				Andy Griffith											
				<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
				Week: 03/07/22		03/13/22		-----S-		1		\$25.00		0.00	
													Totals	29	\$3,700.00