

ORDER



WCOV-TV

Orders
Order / Rev: 31797
Alt Order #: 27685779
Product Desc: MALFU
Estimate: 10141 POLITICAL ISSUE
Flight Dates: 03/15/22 - 03/21/22
Original Date / Rev: 03/14/22 / 03/14/22
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	03/21/22	29	\$3,575.00	\$3,038.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	29	\$3,575.00	\$3,038.75	0.00
Totals	29	\$3,575.00	\$3,038.75	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%	\$3,575.00
Market	100%	\$35,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$32,175.00
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
1	WCOV	03/15/22	03/15/22	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: 03/14/22	03/20/22	-T-----		1		\$75.00		0.00					
2	WCOV	03/17/22	03/17/22	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: 03/14/22	03/20/22	---T---		1		\$75.00		0.00					
3	WCOV	03/18/22	03/18/22		CM	3p-4p	----F--	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00

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				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:		03/14/22	03/20/22	----F--		1			\$75.00		0.00				
4	WCOV	03/15/22	03/15/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	-T-----		1			\$50.00		0.00				
5	WCOV	03/16/22	03/16/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	--W----		1			\$50.00		0.00				
6	WCOV	03/17/22	03/17/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	---T---		1			\$50.00		0.00				
7	WCOV	03/18/22	03/18/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	----F--		1			\$50.00		0.00				
8	WCOV	03/21/22	03/21/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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:		03/21/22	03/27/22	M-----		1			\$50.00		0.00				
9	WCOV	03/21/22	03/21/22	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-FOX											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		03/21/22	03/27/22	M-----		1			\$300.00		0.00				
10	WCOV	03/15/22	03/15/22	Tues 7p-8p	CM	7p-8p	-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Tues 7p-8p											
				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:		03/14/22	03/20/22	-T-----		1			\$150.00		0.00				
11	WCOV	03/16/22	03/16/22	Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Wed 7p-8p											
				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:		03/14/22	03/20/22	--W----		1			\$150.00		0.00				
12	WCOV	03/16/22	03/16/22	Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Wed 8p-9p											
				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:		03/14/22	03/20/22	--W----		1			\$150.00		0.00				
13	WCOV	03/20/22	03/20/22	Nascar Race	CM	Various	-----S	:30	3	\$400.00	L-4	0.00	NM	3	\$1,200.00
				Nascar Race											
				NASCAR Cup-Atlanta											
		<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	-----S		3			\$400.00		0.00				
14	WCOV	03/15/22	03/15/22	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:		03/14/22	03/20/22	-T-----		1			\$150.00		0.00				
15	WCOV	03/16/22	03/16/22		CM	9p-935p	--W----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

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				M-F 9p-935p Late News											
				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:		03/14/22	03/20/22	--W----					1	\$150.00		0.00			
16	WCOV	03/17/22	03/17/22	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:		03/14/22	03/20/22	---T---					1	\$150.00		0.00			
17	WCOV	03/18/22	03/18/22	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:		03/14/22	03/20/22	----F--					1	\$150.00		0.00			
18	WCOV	03/21/22	03/21/22	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:		03/21/22	03/27/22	M-----					1	\$150.00		0.00			
19	WCOV	03/19/22	03/19/22	Sat 9-930p Late News CM		9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
				Sat 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:		03/14/22	03/20/22	-----S-					1	\$100.00		0.00			
20	WCOV	03/20/22	03/20/22	Sun 9-930p Late News CM		9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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:		03/14/22	03/20/22	-----S					1	\$150.00		0.00			
21	WCOV	03/15/22	03/15/22	M-F 1005p-1105p CM		10:05 PM-10:35 PM	PI-T-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p		(10:05 PM-10:35 PM)									
				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	-T-----					1	\$20.00		0.00			
22	WCOV	03/16/22	03/16/22	M-F 1005p-1105p CM		10:05 PM-10:35 PM	PI--W----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p		(10:05 PM-10:35 PM)									
				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	--W----					1	\$20.00		0.00			
23	WCOV	03/17/22	03/17/22	M-F 1005p-1105p CM		10:05 PM-10:35 PM	PI---T---	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p		(10:05 PM-10:35 PM)									
				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	---T---					1	\$20.00		0.00			
24	WCOV	03/18/22	03/18/22	M-F 1005p-1105p CM		10:05 PM-10:35 PM	PI----F--	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p		(10:05 PM-10:35 PM)									
				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	----F--					1	\$20.00		0.00			
25	WCOV	03/21/22	03/21/22	M-F 1005p-1105p CM		10:05 PM-10:35 PM	PIM-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p		(10:05 PM-10:35 PM)									
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/21/22	03/27/22	M-----					1	\$20.00		0.00			
26	WCOV	03/19/22	03/19/22	Sa 930p-10p CM		930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
				Sa 930p-10p											
				Andy Griffith											
		<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	-----S-					1	\$25.00		0.00			
N27	WCOV	03/16/22	03/16/22		CM	10a-11a	--W----	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00

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WCOV-TV

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				Daytime 10a-11a Justice											
				M-F 10a-11a Justice											
		<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	--W----					1	\$25.00		0.00			
													Totals	29	\$3,575.00