

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 / 03/14/22
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	03/14/22	30	\$3,775.00	\$3,208.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	30	\$3,775.00	\$3,208.75	0.00
Totals	30	\$3,775.00	\$3,208.75	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%	\$3,775.00
Market	100%	\$37,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$33,975.00
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		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:		03/07/22	03/13/22	-T-----		1			\$50.00			0.00			
N 5	WCOV	03/09/22	03/09/22	Early Fringe 5-6pm BBTCM		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:		03/07/22	03/13/22	--W----		1			\$50.00			0.00			
N 6	WCOV	03/10/22	03/10/22	Early Fringe 5-6pm BBTCM		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:		03/07/22	03/13/22	---T---		1			\$50.00			0.00			
N 7	WCOV	03/11/22	03/11/22	Early Fringe 5-6pm BBTCM		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:		03/07/22	03/13/22	----F--		1			\$50.00			0.00			
N 8	WCOV	03/14/22	03/14/22	Early Fringe 5-6pm BBTCM		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:		03/14/22	03/20/22	M-----		1			\$50.00			0.00			
N 9	WCOV	03/14/22	03/14/22	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: 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	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:		03/07/22	03/13/22	-T-----		1			\$150.00			0.00			
N 11	WCOV	03/08/22	03/08/22	Tues 8p-9p	CM		-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Tues 8p-9p											
				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	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:		03/07/22	03/13/22	--W----		1			\$150.00			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	03/07/22-03/13/22	Wed 7p-8p			7p-8p	--W-----	:30	(\$150.00)	0.00	NM				
				See MG 12.2											
				[NA]											
2	WCOV	03/07/22-03/13/22	Thurs 7p-8p			7p-8p	---Th-----	:30	\$150.00	0.00	NM				
				MG for 12.1 03/09											
N 13	WCOV	03/09/22	03/09/22	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:		03/07/22	03/13/22	--W----		1			\$150.00			0.00			

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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
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
		<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			
		<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			
		<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 15	WCOV	03/08/22	03/08/22	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
		<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			
		<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 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
		<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 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
		<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 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
		<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
		<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
		<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			
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WCOV	03/07/22-03/13/22	Sat 9-930p Late News	9p-930p	-----Sa--	:30	(\$100.00)	0.00	NM						
		See MG 20.2,20.3 [news will air late after fox sports]													
2	WCOV	03/07/22-03/13/22	M-SU 10p-1205a Late News	10-1205a	-----Sa--	:30	\$100.00	0.00	NM						
		Ⓜ MG for 27.1,20.1													
3	WCOV	03/07/22-03/13/22	Sa 1030p-1130p	10:30 PM-11:00 PM	-----Sa--	:30	(\$25.00)	0.00	NM						
		Ⓜ Credited													
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
		<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
		<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
		<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		CM	10:05 PM-10:35 PM	PI---T---	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00

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WCOV-TV

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				M-F 1005p-1105p											
				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:		03/07/22	03/13/22	---T---			1		\$20.00		0.00				
N25	WCOV	03/11/22	03/11/22	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:		03/07/22	03/13/22	----F--			1		\$20.00		0.00				
N26	WCOV	03/14/22	03/14/22	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:		03/14/22	03/20/22	M-----			1		\$20.00		0.00				
N27	WCOV	03/12/22	03/12/22	Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	0	\$0.00
				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:		03/07/22	03/13/22	-----S-			1		\$25.00		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	03/07/22-03/13/22		Sa 930p-10p			930p-10p	-----Sa--	:30	(\$25.00)	0.00	NM			
See MG 20.2,20.3															
[na fox sports]															
N28	WCOV	03/09/22	03/10/22	M-F 935p-1005p	CM	935p-1005p	--WT---	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
				M-F 935p-1005p		Andy									
		<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	--WT---			2		\$50.00		0.00				
													Totals	30	\$3,775.00