ORDER

WCOV-TV

Print Date 03/30/22 13:06:53

Orders

Order / Rev:

31798

Alt Order #:

27685780

Product Desc:

MALFU

Estimate:

10145 POLITICAL ISSUE

Flight Dates:

03/22/22 - 03/28/22

Original Date / Rev:

03/03/22 / 03/30/22

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Jenna Nubar

WASH

NAT

Agency

Name:

Mentzer Media Services

Buying Contact:

Billing Contact:

600 Fairmont Avenue

Towson, MD 21286

Billing Calendar:

Billing Cycle:

New Business End:

Agency Commission:

EOM/EOC

Cash

15%

Broadcast

Advertiser

Name:

Demographic:

A35+

Product Codes:

Revenue Code 1: AGY

Revenue Code 2:

Revenue Code 3:

Priority:

Political - Alabama's Future

PL2

POL

ISS

L-4

Billing Type:

Advertiser External ID: Agency External ID:

Unit Code: Order Separation: General

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
02/28/22	03/27/22	24	\$2,780.00	\$2,363.00		
03/28/22	03/28/22	5	\$570.00	\$484.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	24	\$2,780.00	\$2,363.00	0.00
April 2022	5	\$570.00	\$484.50	0.00
Totals	29	\$3,350.00	\$2,847.50	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%	\$3,350.00
Market	100%	\$33,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$30,150.00
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln Ch Start En	d Inventory Code	Break	Start/End Ti	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N 1 WCOV 03/22/22 03/2	The second of the second of		3p-4p	-T	:30	1 \$75.00L-3	0.00 NM	1	\$75.00
The Real	M-F 3p-4p The Rea	al							
Start Date End I		Spots/Week	Rate	Rating					
Week: 03/21/22 03/27		1	\$75.00	0.00					
N 2 WCOV 03/24/22 03/2	24/22 Court 3p-4p Real	CM	3p-4p	T	:30	1 \$75.00L-3	0.00 NM	1	\$75.00
	M-F 3p-4p The Rea	al							
The Real									
Start Date End I	Date Weekdays S	Spots/Week	Rate	Rating					
Week: 03/21/22 03/27	7/22T	1	\$75.00	0.00					

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Ln Ch	Start	End	Inventory Cod	o Brook	Ctout/End	T:	D	l 0-	-1-	D . D .	D: T		•
N 3 WCOV			Inventory Code		Start/End	Time	Days	Len Sp	-	Rate Pri	-		Amount
N 3 WCOV	03/25/2	22 03/25/22	Court 3p-4p Rea M-F 3p-4p The		3p-4p		F	:30	1	\$75.00L-3	0.00 NM	1	\$75.00
The Rea	al		Wil op ip ilic	· Cai									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratio	ng						
Week: 03/		03/27/22	F	1	\$75.00	0.	.00						
N 4 WCOV	03/22/2	22 03/22/22	, ,		5:30 PM-6:			:30	1	\$50.00 L-4	0.00 NM	1	\$50.00
Rig Ran	g Theory	,	M-F 5p-6p Big E	Bang Theory	(5:30 PM-6:	00 PM)							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	00						
Week: 03/2		03/27/22	-T	<u> </u>	\$50.00	-	.00						
N 5 WCOV	03/23/2	2 03/23/22	Early Fringe 5-6	om BBTCM	5:30 PM-6:0			:30	1	\$50.00L-4	0.00 NM	1	\$50.00
			M-F 5p-6p Big E	ang Theory	(5:30 PM-6:	00 PM)							400.00
	g Theory		*** * *		100 miles								
Star Week: 03/2	rt Date	End Date 03/27/22	Weekdays w	Spots/Week	Rate	Ratir							
N 6 WCOV			Early Fringe 5-6	m BRTCM	\$50.00 5:30 PM-6:0		00	.20		CEO 001 4	0.00.004	4	#50.00
0001	00/2 1/2	L OUIZ-11ZZ	M-F 5p-6p Big B		(5:30 PM-6:			:30	1	\$50.00L-4	0.00 NM	1	\$50.00
Big Ban	g Theory	,		3	(,							
POSTERNI NO PROPERTY.	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
Week: 03/2		03/27/22	T	1	\$50.00		00						
N 7 WCOV	03/25/2	2 03/25/22	Early Fringe 5-6		5:30 PM-6:0		F	:30	1	\$50.00L-4	0.00 NM	1	\$50.00
Big Band	g Theory		M-F 5p-6p Big B	ang meory	(5:30 PM-6:0	JU PIVI)							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na				1		
Week: 03/2	21/22	03/27/22	F	1	\$50.00		00						
N 8 WCOV	03/28/2	2 03/28/22	Early Fringe 5-6p		5:30 PM-6:0	00 PM 1	V	:30	1	\$50.00L-4	0.00 NM	1	\$50.00
Big Bang	a Thoon		M-F 5p-6p Big B	ang Theory	(5:30 PM-6:0	00 PM)							
	rt Date	End Date	Weekdays	Spots/Week	Pato	Dotin							
Week: 03/2		04/03/22	M	<u> </u>	<u>Rate</u> \$50.00	Ratin 0.	_						
N 9 WCOV	03/28/2	2 03/28/22	Mon 7p-8p	CM	7p-8p		V	:30	1	\$300.00L-3	0.00 NM	1	\$300.00
			Mon 7p-8p							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	0.00		Ψ000.00
9-1-1-FC		F 15 1			120								
Week: 03/2	rt Date 28/22	End Date 04/03/22	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Ratin 0.0							
N 10 WCOV			IHeart Music Awa	ards CM	7p-9p		-T	:30	2	\$150.00L-4	0.00 NIM	0	¢200 00
	00,22,2,	00/22/22	IHeart Music Aw	1000000	7p-3p		1	.30	2	\$150.00L-4	0.00 NM	2	\$300.00
iHeartRa	adio Musi	ic Awards											
	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	E 33						
Week: 03/2 N11 WCOV		03/27/22	-1	2	\$150.00	0.0							
NTI WCOV	03/23/2	2 03/23/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	-	W	:30	1	\$150.00L-4	0.00 NM	1	\$150.00
The Mas	ked Sing	ger-FOX	vvca /p op										
	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g				1		
Week: 03/2		03/27/22	W	1	\$150.00	0.0	00						
N 12 WCOV	03/23/22	2 03/23/22	Wed 8p-9p	CM	8p-9p	· -	W	:30	1	\$150.00L-4	0.00 NM	1	\$150.00
Domino I	Masters.	FOX	Wed 8p-9p										
	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a				- 1		
Week: 03/2		03/27/22	W	1	\$150.00	0.0					- 1		
N 13 WCOV	03/27/22	03/27/22	Nascar Race	CM	Various		S	:30	2	\$400.00L-4	0.00 NM	0	\$0.00
NACCAE	0		Nascar Race										1811/THE (THE TO
NASCAF	₹ Cup-Au t Date		Maakdaya	Cnoto/Mast	D-4-	D-4	_						
Week: 03/2		End Date 03/27/22	Weekdays S	Spots/Week 2	<u>Rate</u> \$400.00	Ratin 0.0	200				- 1		
				_	÷.00.00	0.0							

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Ln Ch Star	t End	Inventory Cod	le Breal	< Start/End	Time Day	s Len Sp	oto	Data Dri	Dto Tuno	Casta	
Start Date	End Date		Spots/Weel		Rating	s Len Sp	Ols	Nate Pil	Rtg Type	Spots	Amount
Week: 03/21/22	03/27/22	S		2 \$400.00	0.00						
Spot Ch Date F 1 VCOV 03/21/		Description Nascar Page		rt/End Time		Weekdays	Len	gth Rate	Rtg Type		
	9.3,19.4,19.		Var	ious		S	u .	:30 (\$400.00)	0.00 NM		
[TITLE OF	RACE INC	ORRECT]									
2 VCOV 03/21/			Var	ious		SI	u ;	30 (\$400.00)	0.00 NM		
	9.3,19.4,19.5 RACE INCO										
N14 WCOV 03/22	/22 03/22/22	2 M-F 9p-935p La	te NewsCM	9p-935p	-T	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Cloc	k Local New	M-F 9p-935p La	ate News							8	*
Start Date			Spots/Week	Rate	Rating						
Week: 03/21/22	03/27/22	-T	1		0.00						
N 15 WCOV 03/23/	/22 03/23/22	M-F 9p-935p La	te NewsCM	9p-935p	W	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Cloc	k Local New	M-F 9p-935p La	ite News								*
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/21/22	03/27/22	W	1		0.00						
N 16 WCOV 03/24/	22 03/24/22			9p-935p	T-	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock	k I ocal News	M-F 9p-935p La	te News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/21/22	03/27/22	T	1		0.00						
N 17 WCOV 03/25/	22 03/25/22			9p-935p	F	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock	c Local News	M-F 9p-935p La	te News						>>>>>		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/21/22	03/27/22	F	1		0.00						
N 18 WCOV 03/28/	22 03/28/22			9p-935p	M	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock	c Local News	M-F 9p-935p La	te News								***
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/28/22	04/03/22	M	1	\$150.00	0.00						
N 19 WCOV 03/26/2	22 03/26/22			9p-930p		5- :30	2	\$100.00L-3	0.00 NM	3	\$900.00
Fox News @ 9		Sat 9p-930p Late	e News						- 1		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 03/21/22	03/27/22	S-	2	\$100.00	0.00				- 1		
Spot Ch Date Ra		Description Sat 9-930p Late Ne	Start	/End Time			Lengt		Rtg Type		
	2-03/21/22 S 2.3,19.4,19.5		ws 9p-9	30p		Sa	:3	80 (\$100.00)	0.00 NM		
[separation]]										
	2-03/27/22 S	at 9-930p Late Ne	ws 9p-9	30p		Sa	:3	0 (\$100.00)	0.00 NM		
4 VCOV 03/21/2	2-03/27/22 N	ascar Race	Vario	nus		Su	:3	0 \$400.00	0.00 NIM		
MG for 13.1						3u	.3	0 \$400.00	0.00 NM		
5 VCOV 03/21/2		ascar Race	Vario	ous		Su	:3	0 \$400.00	0.00 NM		
→ MG for 13.1											
N 20 WCOV 03/27/2	22 03/27/22			9p-930p		s :30	1	\$150.00L-3	0.00 NM	1	\$150.00
Fox News @ 9		Sun 9p-930p Late	e News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 03/21/22	03/27/22	S	1	\$150.00	0.00	20.30			1		
N21 WCOV 03/22/2	2 03/22/22				:35 PI-T	- :30	1	\$20.00L-4	0.00 NM	1	\$20.00
Andy Griffith		M-F 1005p-1105p	0	(10:05 PM-10):35 PM)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 03/21/22	03/27/22	-T	1	\$20.00	0.00						
N 22 WCOV 03/23/2	2 03/23/22		CM	10:05 PM-10	:35 PIW	- :30	1	\$20.00L-4	0.00 NM	1	\$20.00

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Ln Ch	Start	End	Inventory Code		Start/End	Time Days	s L	en Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			M-F 1005p-1105		/40.05.DM								
Andy G	Sriffith		M-F 1005p-1105	þ	(10:05 PM-	10:35 PM)							
0.000.00.00	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 03/	/21/22	03/27/22	W	1	\$20.00	0.00							
N23 WCOV	03/24/2	22 03/24/22	M-F 1005p-1105	CM	10:05 PM-	10:35 PIT		:30	1	\$20.00L-4	0.00 NM	1	\$20.00
4 . 1 . 0			M-F 1005p-1105	р	(10:05 PM-	10:35 PM)				,	0.00 11111		Ψ20.00
Andy G													
Sta Week: 03/	art Date	End Date 03/27/22	Weekdays	Spots/Week	Rate	Rating							
N24 WCOV				1	\$20.00	0.00							
1V24 VVCOV	03/23/2	22 03/25/22	M-F 1005p-1105p			0:35 PIF-		:30	1	\$20.00 L-4	0.00 NM	1	\$20.00
Andy G	riffith		M-F 1005p-1105	,	(10:05 PM-	10:35 PM)							
100	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 03/	21/22	03/27/22	F	1	\$20.00	0.00							
N25 WCOV	03/28/2	22 03/28/22	M-F 1005p-1105p	CM	10:05 PM-1	0:35 PIM		:30	1	\$20.00L-4	0.00 NM	1	\$20.00
	venero		M-F 1005p-1105p)	(10:05 PM-	10:35 PM)		.00		Ψ20.00 L-4	0.00 14101	1	φ20.00
Andy Gr		10-24 Marks 01				0.000 mm							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 03/2	and the problems	04/03/22	M	1	\$20.00	0.00							
N26 WCOV	03/26/2	2 03/26/22	Sa 930p-10p	CM	930p-10p	S	S-	:30	1	\$25.00L-4	0.00 NM	1	\$25.00
Andy Gr	riffith		Sa 930p-10p										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					- 1		
Week: 03/2	21/22	03/27/22	S-	1	\$25.00	0.00							
N27 WCOV	03/28/2	2 03/28/22	Court 3p-4p Real	CM	3p-4p	M		:30	1	\$50.00L-4	0.00 NM	4	\$50.00
			M-F 3p-4p The Re		-F .F	1-1		.00	1	φ30.00 L-4	U.UU INIVI	1	\$50.00
The Rea													
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 03/2	28/22	04/03/22	M	1	\$50.00	0.00							
		(i) (i)									Totals	29	\$3,350.00
											National Office and Property of the Control of the		+0,000.00