

ORDER



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: 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: 00:15:00

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	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	03/22/22	03/22/22	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: 03/21/22	03/27/22	-T-----		1		\$75.00		0.00					
N 2	WCOV	03/24/22	03/24/22	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: 03/21/22	03/27/22	---T---		1		\$75.00		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 3	WCOV	03/25/22	03/25/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	----F--	: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: 03/21/22 03/27/22		----F--		1		\$75.00		0.00					
N 4	WCOV	03/22/22	03/22/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		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
		<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		-T-----		1		\$50.00		0.00					
N 5	WCOV	03/23/22	03/23/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		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
		<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		--W----		1		\$50.00		0.00					
N 6	WCOV	03/24/22	03/24/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		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
		<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		---T---		1		\$50.00		0.00					
N 7	WCOV	03/25/22	03/25/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		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
		<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		----F--		1		\$50.00		0.00					
N 8	WCOV	03/28/22	03/28/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		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
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22 04/03/22		M-----		1		\$50.00		0.00					
N 9	WCOV	03/28/22	03/28/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22 04/03/22		M-----		1		\$300.00		0.00					
N 10	WCOV	03/22/22	03/22/22	iHeart Music Awards iHeart Music Awards	CM	7p-9p	-T-----	:30	2	\$150.00	L-4	0.00	NM	2	\$300.00
		<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		-T-----		2		\$150.00		0.00					
N 11	WCOV	03/23/22	03/23/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	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: 03/21/22 03/27/22		--W----		1		\$150.00		0.00					
N 12	WCOV	03/23/22	03/23/22	Wed 8p-9p Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	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: 03/21/22 03/27/22		--W----		1		\$150.00		0.00					
N 13	WCOV	03/27/22	03/27/22	Nascar Race Nascar Race	CM	Various	-----S	:30	2	\$400.00	L-4	0.00	NM	0	\$0.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/21/22 03/27/22		-----S		2		\$400.00		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:		03/21/22	03/27/22	-----S					2	\$400.00		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	03/21/22-03/27/22		Nascar Race		Various			-----Su	:30	(\$400.00)	0.00	NM		
See MG 19.3,19.4,19.5 [TITLE OF RACE INCORRECT]															
2	WCOV	03/21/22-03/27/22		Nascar Race		Various			-----Su	:30	(\$400.00)	0.00	NM		
See MG 19.3,19.4,19.5 [TITLE OF RACE INCORRECT]															
N 14	WCOV	03/22/22	03/22/22	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:		03/21/22	03/27/22	-T-----					1	\$150.00		0.00			
N 15	WCOV	03/23/22	03/23/22	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:		03/21/22	03/27/22	--W----					1	\$150.00		0.00			
N 16	WCOV	03/24/22	03/24/22	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:		03/21/22	03/27/22	---T---					1	\$150.00		0.00			
N 17	WCOV	03/25/22	03/25/22	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:		03/21/22	03/27/22	----F--					1	\$150.00		0.00			
N 18	WCOV	03/28/22	03/28/22	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:		03/28/22	04/03/22	M-----					1	\$150.00		0.00			
N 19	WCOV	03/26/22	03/26/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	2	\$100.00	L-3	0.00	NM	3	\$900.00
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:		03/21/22	03/27/22	-----S-					2	\$100.00		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>		
2	WCOV	03/21/22-03/27/22		Sat 9-930p Late News		9p-930p			-----Sa--	:30	(\$100.00)	0.00	NM		
See MG 19.3,19.4,19.5 [separation]															
3	WCOV	03/21/22-03/27/22		Sat 9-930p Late News		9p-930p			-----Sa--	:30	(\$100.00)	0.00	NM		
Ⓜ Credited [EOF]															
4	WCOV	03/21/22-03/27/22		Nascar Race		Various			-----Su	:30	\$400.00	0.00	NM		
Ⓜ MG for 13.1,13.2,19.2															
5	WCOV	03/21/22-03/27/22		Nascar Race		Various			-----Su	:30	\$400.00	0.00	NM		
Ⓜ MG for 13.1,13.2,19.2															
N 20	WCOV	03/27/22	03/27/22	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:		03/21/22	03/27/22	-----S					1	\$150.00		0.00			
N 21	WCOV	03/22/22	03/22/22	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:		03/21/22	03/27/22	-T-----					1	\$20.00		0.00			
N 22	WCOV	03/23/22	03/23/22		CM	10:05 PM-10:35 PM	PI--W----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				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: 03/21/22	03/27/22	--W----	1	\$20.00	0.00								
N23	WCOV	03/24/22	03/24/22	M-F 1005p-1105p 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
				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	---T---	1	\$20.00	0.00								
N24	WCOV	03/25/22	03/25/22	M-F 1005p-1105p 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
				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	----F--	1	\$20.00	0.00								
N25	WCOV	03/28/22	03/28/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM	PIM-----	: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: 03/28/22	04/03/22	M-----	1	\$20.00	0.00								
N26	WCOV	03/26/22	03/26/22	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: 03/21/22	03/27/22	-----S-	1	\$25.00	0.00								
N27	WCOV	03/28/22	03/28/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/28/22	04/03/22	M-----	1	\$50.00	0.00								
													Totals	29	\$3,350.00