

ORDER



WCOV-TV

Orders
Order / Rev: 31627
Alt Order #: 27673719
Product Desc: MALFU
Estimate: 10072 POLITICAL ISSUE
Flight Dates: 02/08/22 - 02/14/22
Original Date / Rev: 02/04/22 / 02/04/22
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
01/31/22	02/14/22	23	\$1,800.00	\$1,530.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	23	\$1,800.00	\$1,530.00	0.00
Totals	23	\$1,800.00	\$1,530.00	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%	\$1,800.00
Market	100%	\$18,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$16,200.00
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	02/08/22	02/08/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	-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: 02/07/22 02/13/22 -T----- 1 \$50.00 0.00													
N 2	WCOV	02/09/22	02/09/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	--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: 02/07/22 02/13/22 --W---- 1 \$50.00 0.00													
N 3	WCOV	02/10/22	02/10/22		CM	4p-5p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WCOV	02/11/22	02/11/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	----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:		02/07/22	02/13/22	---T---	1	\$50.00	0.00								
N 5	WCOV	02/14/22	02/14/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	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:		02/07/22	02/13/22	----F--	1	\$50.00	0.00								
N 6	WCOV	02/14/22	02/14/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	: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:		02/14/22	02/20/22	M-----	1	\$150.00	0.00								
N 7	WCOV	02/08/22	02/08/22	Tues 7p-8p Tues 7p-8p	CM	7p-8p	-T-----	: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:		02/14/22	02/20/22	M-----	1	\$150.00	0.00								
N 8	WCOV	02/09/22	02/09/22	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:		02/07/22	02/13/22	-T-----	1	\$150.00	0.00								
N 9	WCOV	02/09/22	02/09/22	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:		02/07/22	02/13/22	--W----	1	\$150.00	0.00								
N 10	WCOV	02/08/22	02/08/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	-T-----	:30	1	\$100.00	L-4	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:		02/07/22	02/13/22	-T-----	1	\$100.00	0.00								
N 11	WCOV	02/09/22	02/09/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$100.00	L-4	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:		02/07/22	02/13/22	--W----	1	\$100.00	0.00								
N 12	WCOV	02/10/22	02/10/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$100.00	L-4	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:		02/07/22	02/13/22	---T---	1	\$100.00	0.00								
N 13	WCOV	02/11/22	02/11/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$100.00	L-4	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:		02/07/22	02/13/22	----F--	1	\$100.00	0.00								
N 14	WCOV	02/14/22	02/14/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$100.00	L-4	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:		02/14/22	02/20/22	M-----	1	\$100.00	0.00								

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N 15	WCOV	02/12/22	02/12/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		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: 02/07/22	02/13/22	-----S-		1		\$50.00		0.00					
N 16	WCOV	02/13/22	02/13/22	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	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: 02/07/22	02/13/22	-----S		1		\$100.00		0.00					
N 17	WCOV	02/08/22	02/08/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/07/22	02/13/22	-T-----		1		\$50.00		0.00					
N 18	WCOV	02/09/22	02/09/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/07/22	02/13/22	--W----		1		\$50.00		0.00					
N 19	WCOV	02/10/22	02/10/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/07/22	02/13/22	---T---		1		\$50.00		0.00					
N 20	WCOV	02/11/22	02/11/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/07/22	02/13/22	----F--		1		\$50.00		0.00					
N 21	WCOV	02/14/22	02/14/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/14/22	02/20/22	M-----		1		\$50.00		0.00					
N 22	WCOV	02/12/22	02/12/22	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: 02/07/22	02/13/22	-----S-		1		\$25.00		0.00					
N 23	WCOV	02/13/22	02/13/22	Su 10p-1030p Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
		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: 02/07/22	02/13/22	-----S		1		\$25.00		0.00					
Totals													23	\$1,800.00	