ORDER

WCOV-TV

Print Date 03/07/22 14:34:29

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:

03/07/22 / 03/07/22

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Jenna Nubar

WASH

NAT

Agency

Name:

Mentzer Media Services

600 Fairmont Avenue

Towson, MD 21286

Buying Contact:

Billing Contact:

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Political - Alabama's Future

Demographic:

A35+

Product Codes:

PL2

AGY

Revenue Code 1:

Revenue Code 2:

Revenue Code 3: Priority:

POL ISS

L-4

New Business End:

Advertiser External ID:

Agency External ID:

Unit Code:

Order Separation:

General

00:30:00

Bill Plan

Start Date

Gross Amount **End Date** # Spots Net Amount 02/28/22 03/14/22 31 \$3,800.00 \$3,230.00 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	31	\$3,800.00	\$3,230.00	0.00
Totals	31	\$3,800,00	\$3,230.00	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%	\$3,800.00
Market	100%	\$38,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$34,200.00
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WCOV	03/08/22	2 03/08/22			3p-4p	-T	:30	1	\$75.00L-3	0.00 NM	1	\$75.00
			M-F 3p-4p The R	eal								
The Rea	1											
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 03/0)7/22	03/13/22	-T	1	\$75.00	0.00						
2 WCOV	03/10/22	2 03/10/22	Court 3p-4p Real	CM	3p-4p	T	:30	1	\$75.00L-3	0.00 NM	1	\$75.00
			M-F 3p-4p The Re	eal					.*			410.00
The Rea	1		2 .									
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/0	7/22	03/13/22	T	1	\$75.00	0.00						
3 WCOV	03/11/22	03/11/22		СМ	3p-4p	F	:30	1	\$75.00L-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 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 ---F-\$75.00 0.00 4 WCOV 03/08/22 03/08/22 Early Fringe 5-6pm BBTCM 5:30 PM-6:00 PM -T----:30 \$50.00L-4 0.00 NM \$50.00 M-F 5p-6p Big Bang Theory (5:30 PM-6:00 PM) Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 \$50.00 0.00 5 WCOV 03/09/22 03/09/22 Early Fringe 5-6pm BBTCM 5:30 PM-6:00 PM --W----:30 \$50.00L-4 0.00 NM \$50.00 M-F 5p-6p Big Bang Theory (5:30 PM-6:00 PM) Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 \$50.00 0.00 6 WCOV 03/10/22 03/10/22 Early Fringe 5-6pm BBTCM 5:30 PM-6:00 PM ---T---:30 \$50.00L-4 0.00 NM \$50.00 M-F 5p-6p Big Bang Theory (5:30 PM-6:00 PM) Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 ---T---\$50.00 0.00 7 WCOV 03/11/22 03/11/22 Early Fringe 5-6pm BBTCM 5:30 PM-6:00 PM ----F--:30 \$50.00L-4 0.00 NM 1 \$50.00 M-F 5p-6p Big Bang Theory (5:30 PM-6:00 PM) Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 ----F--\$50.00 0.00 8 WCOV 03/14/22 03/14/22 Early Fringe 5-6pm BBTCM 5:30 PM-6:00 PM M-----:30 \$50.00L-4 0.00 NM 1 \$50.00 M-F 5p-6p Big Bang Theory (5:30 PM-6:00 PM) Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/14/22 03/20/22 M-----\$50.00 0.00 9 WCOV 03/14/22 03/14/22 Mon 7p-8p CM 7p-8p M----:30 \$300.00L-3 0.00 NM 1 \$300.00 Mon 7p-8p 9-1-1: Lone Star **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 03/14/22 03/20/22 \$300.00 0.00 10 WCOV 03/08/22 03/08/22 Tues 7p-8p CM 7p-8p :30 \$150.00L-4 0.00 NM \$150.00 Tues 7p-8p The Resident-FOX Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 \$150.00 0.00 11 WCOV 03/08/22 03/08/22 Tues 8p-9p CM -T----:30 \$150.00L-4 0.00 NM \$150.00 Tues 8p-9p I Can See Your Voice(SF)-FOX Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 03/07/22 03/13/22 -T----\$150.00 0.00 12 WCOV 03/09/22 03/09/22 Wed 7p-8p CM 7p-8p --W----:30 \$150.00L-4 0.00 NM \$150.00 Wed 7p-8p The Masked Singer-FOX Start Date End Date Weekdays Spots/Week Rate Rating Week: 03/07/22 03/13/22 --W----\$150.00 0.00 Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Rtg Type 1 VCOV 03/07/22-03/13/22 Wed 7p-8p 7p-8p :30 (\$150.00) 0.00 NM See MG 12.2 [NA] 2 VCOV 03/07/22-03/13/22 Thurs 7p-8p 7p-8p --Th----:30 \$150.00 0.00 NM MG for 12.1 03/09 13 WCOV 03/09/22 03/09/22 Wed 8p-9p CM 8p-9p --W----:30 \$150.00L-4 0.00 NM \$150.00 Wed 8p-9p Domino Masters-FOX Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 03/07/22 03/13/22 --W----\$150.00 0.00

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Ln Ch Start En	Inventory Code	e Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End I</u> Week: 03/07/22 03/13		Spots/Week		Rating						
14 WCOV 03/13/22 03/1		CM	\$150.00 Various	0.00	:30	3	\$400.00 L-4	0.00 NM	3	\$1,200.00
	Nascar Race				.00		Ψ100.00E 1	0.00 1411		Ψ1,200.00
NASCAR Cup-Phoenix	lata Maakdaya	Cnoto/Mosk	Dete	Datina						
<u>Start Date</u> <u>End I</u> Week: 03/07/22 03/13		Spots/Week 3	Rate \$400.00	Rating 0.00						
15 WCOV 03/08/22 03/0	8/22 M-F 9p-935p Lat	te NewsCM	9p-935p	-T	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock Local N	M-F 9p-935p La	te News								
Start Date End [Spots/Week	Rate	Rating						
Week: 03/07/22 03/13	/22 -T	1	\$150.00	0.00						
16 WCOV 03/09/22 03/0			9p-935p	W	:30	1	\$150.00 L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock Local N	M-F 9p-935p La lews	te news								
Start Date End D		Spots/Week	Rate	Rating						
Week: 03/07/22 03/13		1 Name OM	\$150.00	0.00			#450.001.0	0.00.104		
17 WCOV 03/10/22 03/1	M-F 9p-935p Lat		9p-935p	T	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock Local N	lews									
<u>Start Date</u> <u>End D</u> Week: 03/07/22 03/13		Spots/Week 1	Rate	Rating						
18 WCOV 03/11/22 03/1			\$150.00 9p-935p	0.00	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
	M-F 9p-935p La		ор осор		.00		Ψ100.00E 0	0.00 1111		Ψ100.00
Wcov 9 O'Clock Local N Start Date End D		Spoto/Mook	Data	Detine						
Week: 03/07/22 03/13	and the second s	Spots/Week 1	Rate \$150.00	Rating 0.00						
19 WCOV 03/14/22 03/1	1/22 M-F 9p-935p Lat	e NewsCM	9p-935p	M	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Wcov 9 O'Clock Local N	M-F 9p-935p La	te News								
Start Date End D		Spots/Week	Rate	Rating						
Week: 03/14/22 03/20/		1	\$150.00	0.00						
20 WCOV 03/12/22 03/1	2/22 Sat 9-930p Late Sat 9p-930p Late		9p-930p	S-	:30	1	\$100.00L-3	0.00 NM	1	\$100.00
Fox News @ 9	Sat ap-asop Lat	e ivews								
Start Date End D		Spots/Week	Rate	Rating						
Week: 03/07/22 03/13/ 21 WCOV 03/13/22 03/13		Nous CM	\$100.00 9p-930p	0.00	.20	4	£450,001,0	0.00 NA		0.450.00
21 0000 03/13/22 03/1	Sun 9p-930p Late		ap-a30b	S	:30	1	\$150.00L-3	0.00 NM	1	\$150.00
Fox News @ 9										
Start Date End D Week: 03/07/22 03/13/		Spots/Week	Rate \$150.00	Rating 0.00						
22 WCOV 03/08/22 03/08				0:35 PI-T	:30	1	\$20.00L-4	0.00 NM	1	\$20.00
A - 1 - 0 - (C)	M-F 1005p-1105		(10:05 PM-							*
Andy Griffith <u>Start Date</u> <u>End D</u>	ate Weekdays	Spots/Week	Rate	Rating						
Week: 03/07/22 03/13/		1	\$20.00	0.00						
23 WCOV 03/09/22 03/09				0:35 PIW	:30	1	\$20.00L-4	0.00 NM	1	\$20.00
Andy Griffith	M-F 1005p-1105	р	(10:05 PM-	10:35 PM)						
Start Date End D	ate Weekdays	Spots/Week	Rate	Rating						
Week: 03/07/22 03/13/		1	\$20.00	0.00						
24 WCOV 03/10/22 03/10	0/22 M-F 1005p-1105 M-F 1005p-1105	MAY 440000.000.	10:05 PM-1 (10:05 PM-	0:35 PIT	:30	1	\$20.00L-4	0.00 NM	1	\$20.00
Andy Griffith	W11 1000p 1100	۲	(10.001111	10.33 1 W)						
Start Date End D	1900	Spots/Week	Rate	Rating						
Week: 03/07/22 03/13/ 25 WCOV 03/11/22 03/1		1 p CM	\$20.00 10:05 PM-1	0.00 0:35 PIF	:30	1	\$20.00L-4	0.00 NM	1	\$20.00
	M-F 1005p-1105	50 5000000	(10:05 PM-		.50	1	Ψ20.00L-4	U.UU INIVI	1	φ20.00
Andy Griffith	ata Maskidana	C4-04/		D						
Start Date End D	ate Weekdays	Spots/Week	Rate	Rating						

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Ln Ch Star	t End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 03/07/22	End Date 03/13/22	Weekdays	Spots/Week	Rate	Rating	Accordance -		V 1/2			
			1	\$20.00	0.00						
26 WCOV 03/14	/22 03/14/22	M-F 1005p-1105p	CM	10:05 PM-1	0:35 PIM	:30	1	\$20.00L-4	0.00 NM	1	\$20.00
		M-F 1005p-1105	р	(10:05 PM-1	10:35 PM)						7-0.00
Andy Griffith											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/14/22	03/20/22	M	1	\$20.00	0.00						
27 WCOV 03/12	/22 03/12/22	Sa 930p-10p	CM								
27 11001 05/12	122 03/12/22	- coop op	CM	930p-10p	S-	:30	1	\$25.00 L-4	0.00 NM	1	\$25.00
Andy Criffith		Sa 930p-10p							- 1		
Andy Griffith											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				- 1		
Week: 03/07/22	03/13/22	S-	1	\$25.00	0.00				- 1		
N28 WCOV 03/09	/22 03/10/22	M-F 935p-1005p	CM	935p-1005p	WT	:30	2	\$50.00L-4	0.00 NM	2	\$100.00
		M-F 935p-1005p		тогр тогор		.00	2	Ψ30.00 L-4	0.00 14101	2	\$100.00
Start Date	End Date	Andrew State	The contract than		-				- 1		
		Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 03/07/22	03/13/22	WT	2	\$50.00	0.00						
					Patricipal Company			and the same of th	Totals	31	\$3,800.00
										51	ψ0,000.00