

ORDER



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: 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	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 Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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					
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					
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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WCOV-TV

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				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			
4	WCOV	03/08/22	03/08/22	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	
				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			
5	WCOV	03/09/22	03/09/22	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	
				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			
6	WCOV	03/10/22	03/10/22	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	
				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			
7	WCOV	03/11/22	03/11/22	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	
				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			
8	WCOV	03/14/22	03/14/22	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	
				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			
9	WCOV	03/14/22	03/14/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00	
				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			
10	WCOV	03/08/22	03/08/22	Tues 7p-8p Tues 7p-8p	CM	7p-8p	-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00	
				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			
11	WCOV	03/08/22	03/08/22	Tues 8p-9p Tues 8p-9p	CM		-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00	
				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			
12	WCOV	03/09/22	03/09/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00	
				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																
13	WCOV	03/09/22	03/09/22	Wed 8p-9p Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00	
				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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		<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			
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
		NASCAR Cup-Phoenix													
		<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			
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
		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:		03/07/22	03/13/22	-T-----		1				\$150.00		0.00			
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
		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:		03/07/22	03/13/22	--W----		1				\$150.00		0.00			
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
		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:		03/07/22	03/13/22	---T---		1				\$150.00		0.00			
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
		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:		03/07/22	03/13/22	----F--		1				\$150.00		0.00			
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
		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:		03/14/22	03/20/22	M-----		1				\$150.00		0.00			
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
		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:		03/07/22	03/13/22	-----S-		1				\$100.00		0.00			
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
		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:		03/07/22	03/13/22	-----S		1				\$150.00		0.00			
22	WCOV	03/08/22	03/08/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI (10:05 PM-10:35 PM)	-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:		03/07/22	03/13/22	-T-----		1				\$20.00		0.00			
23	WCOV	03/09/22	03/09/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI (10:05 PM-10:35 PM)	--W----	: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:		03/07/22	03/13/22	--W----		1				\$20.00		0.00			
24	WCOV	03/10/22	03/10/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI (10:05 PM-10:35 PM)	---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:		03/07/22	03/13/22	---T---		1				\$20.00		0.00			
25	WCOV	03/11/22	03/11/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI (10:05 PM-10:35 PM)	----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>			

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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: 03/07/22	03/13/22	----F--		1				\$20.00		0.00			
26	WCOV	03/14/22	03/14/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	-----	: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: 03/14/22	03/20/22	M-----		1				\$20.00		0.00			
27	WCOV	03/12/22	03/12/22	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: 03/07/22	03/13/22	-----S-		1				\$25.00		0.00			
N28	WCOV	03/09/22	03/10/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	--WT---	:30	2	\$50.00	L-4	0.00	NM	2	\$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	--WT---		2				\$50.00		0.00			
Totals													31	\$3,800.00	