

ORDER



Orders
Order / Rev: 31630
Alt Order #: 27674034
Product Desc: MALFU
Estimate: 10073 POLITICAL ISSUE
Flight Dates: 02/15/22 - 02/21/22
Original Date / Rev: 02/16/22 / 02/16/22
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	02/21/22	26	\$2,450.00	\$2,082.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	26	\$2,450.00	\$2,082.50	0.00
Totals	26	\$2,450.00	\$2,082.50	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%	\$2,450.00
Market	100%	\$24,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$22,050.00
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	02/15/22	02/15/22	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: 02/14/22	02/20/22	-T-----		1		\$50.00		0.00					
2	WCOV	02/16/22	02/16/22	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: 02/14/22	02/20/22	--W----		1		\$50.00		0.00					
3	WCOV	02/17/22	02/17/22		CM	4p-5p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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WCOV-TV

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				Court 4p-5p Ellen M-F 4p-5p Ellen											
				Ellen											
		<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	---T---	1	\$50.00	0.00								
4	WCOV	02/18/22	02/18/22	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
				Ellen											
		<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	----F--	1	\$50.00	0.00								
5	WCOV	02/21/22	02/21/22	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
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	M-----	1	\$50.00	0.00								
6	WCOV	02/21/22	02/21/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				9-1-1: Lone Star [4Q'18 9-1-1 (M 8p) avg shares applied to Nov'18 TP H/P levels.]											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	M-----	1	\$150.00	0.00								
7	WCOV	02/15/22	02/15/22	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:		02/14/22	02/20/22	-T-----	1	\$150.00	0.00								
8	WCOV	02/16/22	02/16/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				I Can See Your Voice-FOX											
		<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	--W----	1	\$150.00	0.00								
9	WCOV	02/16/22	02/16/22	Wed 8p-9p Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Next Level Chef-FOX											
		<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	--W----	1	\$150.00	0.00								
10	WCOV	02/20/22	02/20/22	Nascar Race Daytona 500	CM	Various	-----S	:30	1	\$600.00	L-4	0.00	NM	1	\$600.00
				Daytona 500											
		<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	-----S	1	\$600.00	0.00								
11	WCOV	02/15/22	02/15/22	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
				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:		02/14/22	02/20/22	-T-----	1	\$100.00	0.00								
12	WCOV	02/16/22	02/16/22	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
				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:		02/14/22	02/20/22	--W----	1	\$100.00	0.00								
13	WCOV	02/17/22	02/17/22	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
				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:		02/14/22	02/20/22	---T---	1	\$100.00	0.00								
N 14	WCOV	02/18/22	02/18/22	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	2	\$100.00
				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:		02/14/22	02/20/22	----F--	1	\$100.00	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:		02/14/22	02/20/22	----F--					1	\$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>		
1	WCOV	02/14/22-02/20/22		M-F 9p-935p Late News		9p-935p	----F--	:30		(\$100.00)		0.00	NM		
See MG 14.2, 14.3															
[na]															
2	WCOV	02/18/22-02/21/22		M-F 630p-7p Extra		630p-7p	M----F--	:30		\$50.00		0.00	NM		
Ⓜ MG for 14.1 02/18															
3	WCOV	02/18/22-02/21/22		M-F 630p-7p Extra		630p-7p	M----F--	:30		\$50.00		0.00	NM		
Ⓜ MG for 14.1 02/18															
15	WCOV	02/21/22	02/21/22	M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				M-F 9p-935p Late News											
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:		02/21/22	02/27/22	M-----					1	\$100.00		0.00			
16	WCOV	02/19/22	02/19/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Sat 9p-930p Late News											
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:		02/14/22	02/20/22	-----S-					1	\$50.00		0.00			
17	WCOV	02/20/22	02/20/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				Sun 9p-930p Late News											
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:		02/14/22	02/20/22	-----S					1	\$100.00		0.00			
18	WCOV	02/15/22	02/15/22	M-F 935p-1005p	CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 935p-1005p Andy											
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	-T-----					1	\$50.00		0.00			
19	WCOV	02/16/22	02/16/22	M-F 935p-1005p	CM	935p-1005p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 935p-1005p Andy											
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	--W----					1	\$50.00		0.00			
20	WCOV	02/17/22	02/17/22	M-F 935p-1005p	CM	935p-1005p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 935p-1005p Andy											
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	---T---					1	\$50.00		0.00			
21	WCOV	02/18/22	02/18/22	M-F 935p-1005p	CM	935p-1005p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 935p-1005p Andy											
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	----F--					1	\$50.00		0.00			
22	WCOV	02/21/22	02/21/22	M-F 935p-1005p	CM	935p-1005p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 935p-1005p Andy											
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/21/22	02/27/22	M-----					1	\$50.00		0.00			
23	WCOV	02/19/22	02/19/22	Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
				Sa 930p-10p											
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	-----S-					1	\$25.00		0.00			
24	WCOV	02/20/22	02/20/22	Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
				Su 10p-1030p											
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:		02/14/22	02/20/22	-----S					1	\$25.00		0.00			
N25	WCOV	02/17/22	02/17/22		CM	630p-7p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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WCOV-TV

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				M-F 630p-7p Extra											
				M-F 630p-7p Extra											
		<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	---T---					1	\$50.00		0.00			
													Totals	26	\$2,450.00