

ORDER



WCOV-TV

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 / 03/03/22
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	03/27/22	25	\$2,880.00	\$2,448.00
03/28/22	03/28/22	5	\$570.00	\$484.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	25	\$2,880.00	\$2,448.00	0.00
April 2022	5	\$570.00	\$484.50	0.00
Totals	30	\$3,450.00	\$2,932.50	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%	\$3,450.00
Market	100%	\$34,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$31,050.00
WAKA	0%	\$0.00
WNCN	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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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	CM	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	CM	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	CM	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	CM	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	CM	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	2	\$800.00
		<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					
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
		<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		CM	9p-935p	--W----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

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				M-F 9p-935p Late News											
				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:		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	CM	9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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:		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	CM	9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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:		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	CM	9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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:		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	CM	9p-930p	-----S-	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
				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:		03/21/22	03/27/22	-----S-		2			\$100.00			0.00			
N 20	WCOV	03/27/22	03/27/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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:		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	CM	10:05 PM-10:35 PM	PI-T-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				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	-T-----		1			\$20.00			0.00			
N 22	WCOV	03/23/22	03/23/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PM	PI--W----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				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			
N 23	WCOV	03/24/22	03/24/22	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
				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	---T---		1			\$20.00			0.00			
N 24	WCOV	03/25/22	03/25/22	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
				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	----F--		1			\$20.00			0.00			
N 25	WCOV	03/28/22	03/28/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PM	PIM-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				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:		03/28/22	04/03/22	M-----		1			\$20.00			0.00			
N 26	WCOV	03/26/22	03/26/22	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:		03/21/22	03/27/22	-----S-		1			\$25.00			0.00			
N 27	WCOV	03/28/22	03/28/22		CM	3p-4p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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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: 03/28/22	04/03/22	M-----		1				\$50.00		0.00			
													Totals	30	\$3,450.00