

ORDER



WCOV-TV

Orders
Order / Rev: 31632
Alt Order #: 27674036
Product Desc: MALFU
Estimate: 10075 POLITICAL ISSUE
Flight Dates: 03/01/22 - 03/07/22
Original Date / Rev: 02/07/22 / 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	03/07/22	22	\$2,350.00	\$1,997.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	22	\$2,350.00	\$1,997.50	0.00
Totals	22	\$2,350.00	\$1,997.50	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%	\$2,350.00
Market	100%	\$23,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$21,150.00
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	03/06/22	03/06/22	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: 02/28/22	03/06/22	-----S		1		\$25.00		0.00					
N 2	WCOV	03/05/22	03/05/22	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: 02/28/22	03/06/22	-----S-		1		\$25.00		0.00					
N 3	WCOV	03/01/22	03/01/22		CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	0	\$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
				M-F 935p-1005p 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:		02/28/22	03/06/22	-T-----	1	\$50.00	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	02/28/22-03/06/22	M-F 935p-1005p	935p-1005p	-T-----	:30	(\$50.00)	0.00	NM						
				See MG 10.2 [NA DUE TO ST OF UNION]											
N 4	WCOV	03/02/22	03/02/22	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:		02/28/22	03/06/22	--W----	1	\$50.00	0.00								
N 5	WCOV	03/03/22	03/03/22	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:		02/28/22	03/06/22	---T---	1	\$50.00	0.00								
N 6	WCOV	03/04/22	03/04/22	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:		02/28/22	03/06/22	----F--	1	\$50.00	0.00								
N 7	WCOV	03/07/22	03/07/22	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:		03/07/22	03/13/22	M-----	1	\$50.00	0.00								
N 8	WCOV	03/06/22	03/06/22	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:		02/28/22	03/06/22	-----S	1	\$100.00	0.00								
N 9	WCOV	03/05/22	03/05/22	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:		02/28/22	03/06/22	-----S-	1	\$50.00	0.00								
N 10	WCOV	03/01/22	03/01/22	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	\$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:		02/28/22	03/06/22	-T-----	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	02/28/22-03/06/22	M-F 9p-935p Late News	9p-935p	-T-----	:30	(\$100.00)	0.00	NM						
				See MG 10.2 [news will air late after st of union]											
2	WCOV	03/01/22-03/01/22	M-SU 930-1005PM Late New	930-1005p	-T-----	:30	\$150.00	0.00	NM						
				Ⓜ MG for 10.1,3.1											
N 11	WCOV	03/02/22	03/02/22	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:		02/28/22	03/06/22	--W----	1	\$100.00	0.00								
N 12	WCOV	03/03/22	03/03/22	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:		02/28/22	03/06/22	---T---	1	\$100.00	0.00								
N 13	WCOV	03/04/22	03/04/22		CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00

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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:		02/28/22	03/06/22	----F--			1		\$100.00		0.00				
N 14	WCOV	03/07/22	03/07/22	M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$100.00	L-4	0.00	NM	0	\$0.00
				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:		03/07/22	03/13/22	M-----			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	03/07/22-03/13/22	M-F 9p-935p Late News			9p-935p	M-----	:30		(\$100.00)		0.00	NM		
Credited															
N 15	WCOV	03/01/22	03/01/22	Court 4p-5p Ellen	CM	4p-5p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/28/22	03/06/22	-T-----			1		\$50.00		0.00				
N 16	WCOV	03/02/22	03/02/22	Court 4p-5p Ellen	CM	4p-5p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/28/22	03/06/22	--W----			1		\$50.00		0.00				
N 17	WCOV	03/03/22	03/03/22	Court 4p-5p Ellen	CM	4p-5p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/28/22	03/06/22	---T---			1		\$50.00		0.00				
N 18	WCOV	03/04/22	03/04/22	Court 4p-5p Ellen	CM	4p-5p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/28/22	03/06/22	----F--			1		\$50.00		0.00				
N 19	WCOV	03/07/22	03/07/22	Court 4p-5p Ellen	CM	4p-5p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		03/07/22	03/13/22	M-----			1		\$50.00		0.00				
N 20	WCOV	03/07/22	03/07/22	Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Mon 7p-8p											
				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:		03/07/22	03/13/22	M-----			1		\$150.00		0.00				
N 21	WCOV	03/01/22	03/01/22	Tues 7p-8p	CM	7p-8p	-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Tues 7p-8p											
				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:		02/28/22	03/06/22	-T-----			1		\$150.00		0.00				
N 22	WCOV	03/02/22	03/02/22	Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Wed 8p-9p											
				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:		02/28/22	03/06/22	--W----			1		\$150.00		0.00				
N 23	WCOV	03/06/22	03/06/22	Nascar Race	CM	Various	-----S	:30	2	\$400.00	L-4	0.00	NM	2	\$800.00
				Nascar Race											
				NASCAR Cup-Las Vegas											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/28/22	03/06/22	-----S			2		\$400.00		0.00				
													Totals	22	\$2,350.00