

# ORDER



**Orders**  
**Order / Rev:** 31797  
**Alt Order #:** 27685779  
**Product Desc:** MALFU  
**Estimate:** 10141 POLITICAL ISSUE  
**Flight Dates:** 03/15/22 - 03/21/22  
**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	03/21/22	28	\$3,550.00	\$3,017.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	28	\$3,550.00	\$3,017.50	0.00
<b>Totals</b>	<b>28</b>	<b>\$3,550.00</b>	<b>\$3,017.50</b>	<b>0.00</b>

**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%	\$3,550.00
Market	100%	\$35,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$31,950.00
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	03/15/22	03/15/22	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: 03/14/22	03/20/22	-T-----		1		\$75.00		0.00					
N 2	WCOV	03/17/22	03/17/22	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: 03/14/22	03/20/22	---T---		1		\$75.00		0.00					
N 3	WCOV	03/18/22	03/18/22		CM	3p-4p	----F--	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00

Order / Rev: 31797  
 Alt Order #: 27685779  
 Flight Dates: 03/15/22 - 03/21/22

Advertiser: Political - Alabama's Future  
 Product Desc: MALFU  
 Estimate: 10141 POLITICAL ISSUE  
**WCOV-TV**

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											
		<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	----F--		1				\$75.00		0.00			
N 4	WCOV	03/15/22	03/15/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	-T-----		1				\$50.00		0.00			
N 5	WCOV	03/16/22	03/16/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	--W----		1				\$50.00		0.00			
N 6	WCOV	03/17/22	03/17/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	---T---		1				\$50.00		0.00			
N 7	WCOV	03/18/22	03/18/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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	----F--		1				\$50.00		0.00			
N 8	WCOV	03/21/22	03/21/22	Early Fringe 5-6pm BBTCM		5:30 PM-6:00 PM	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
				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:		03/21/22	03/27/22	M-----		1				\$50.00		0.00			
N 9	WCOV	03/21/22	03/21/22	Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
				Mon 7p-8p											
				9-1-1-FOX											
		<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	M-----		1				\$300.00		0.00			
N 10	WCOV	03/15/22	03/15/22	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:		03/14/22	03/20/22	-T-----		1				\$150.00		0.00			
N 11	WCOV	03/16/22	03/16/22	Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Wed 7p-8p											
				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:		03/14/22	03/20/22	--W----		1				\$150.00		0.00			
N 12	WCOV	03/16/22	03/16/22	Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Wed 8p-9p											
				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:		03/14/22	03/20/22	--W----		1				\$150.00		0.00			
N 13	WCOV	03/20/22	03/20/22	Nascar Race	CM	Various	-----S	:30	3	\$400.00	L-4	0.00	NM	3	\$1,200.00
				Nascar Race											
				NASCAR Cup-Atlanta											
		<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	-----S		3				\$400.00		0.00			
N 14	WCOV	03/15/22	03/15/22	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:		03/14/22	03/20/22	-T-----		1				\$150.00		0.00			
N 15	WCOV	03/16/22	03/16/22		CM	9p-935p	--W----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

Order / Rev: 31797  
 Alt Order #: 27685779  
 Flight Dates: 03/15/22 - 03/21/22

Advertiser: Political - Alabama's Future  
 Product Desc: MALFU  
 Estimate: 10141 POLITICAL ISSUE  
**WCOV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		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: 03/14/22	03/20/22	--W----		1		\$150.00		0.00					
N 16	WCOV	03/17/22	03/17/22	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: 03/14/22	03/20/22	---T---		1		\$150.00		0.00					
N 17	WCOV	03/18/22	03/18/22	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: 03/14/22	03/20/22	----F--		1		\$150.00		0.00					
N 18	WCOV	03/21/22	03/21/22	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: 03/21/22	03/27/22	M-----		1		\$150.00		0.00					
N 19	WCOV	03/19/22	03/19/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		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: 03/14/22	03/20/22	-----S-		1		\$100.00		0.00					
N 20	WCOV	03/20/22	03/20/22	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: 03/14/22	03/20/22	-----S		1		\$150.00		0.00					
N 21	WCOV	03/15/22	03/15/22	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: 03/14/22	03/20/22	-T-----		1		\$20.00		0.00					
N 22	WCOV	03/16/22	03/16/22	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: 03/14/22	03/20/22	--W----		1		\$20.00		0.00					
N 23	WCOV	03/17/22	03/17/22	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: 03/14/22	03/20/22	---T---		1		\$20.00		0.00					
N 24	WCOV	03/18/22	03/18/22	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: 03/14/22	03/20/22	----F--		1		\$20.00		0.00					
N 25	WCOV	03/21/22	03/21/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PM	PI-----	: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	M-----		1		\$20.00		0.00					
N 26	WCOV	03/19/22	03/19/22	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: 03/14/22	03/20/22	-----S-		1		\$25.00		0.00					

Totals 28 \$3,550.00