

ORDER



WCOV-TV

Orders
Order / Rev: 27293
Alt Order #: 27007331
Product Desc: Political Issue
Estimate: 6106
Flight Dates: 07/08/20 - 07/19/20
Original Date / Rev: 07/06/20 / 07/06/20
Order Type: GENERAL

Primary AE: Christopher Lynch
Sales Office: WASH
Sales Region: NAT

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Political - AL CD2 - Patriot Fund
Demographic: A50+
Product Codes: PL2
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/20	07/13/20	10	\$1,005.00	\$854.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	10	\$1,005.00	\$854.25	16.80
Totals	10	\$1,005.00	\$854.25	16.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Lynch			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	07/11/20	07/11/20	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	2.50	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: 07/06/20	07/12/20	-----S-		1		\$100.00		2.50					
N 2	WCOV	07/12/20	07/12/20	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	2.50	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: 07/06/20	07/12/20	-----S		1		\$150.00		2.50					
N 4	WCOV	07/08/20	07/08/20	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$150.00	L-3	2.50	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: 07/06/20	07/12/20	--W----		1		\$150.00		2.50					
N 5	WCOV	07/09/20	07/09/20	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$150.00	L-3	2.50	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: 07/06/20	07/12/20	---T---		1		\$150.00		2.50					
N 6	WCOV	07/10/20	07/10/20	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$150.00	L-3	2.50	NM	1	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		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: 07/06/20	07/12/20	----F--		1				\$150.00		2.50			
N 7	WCOV	07/13/20	07/13/20	M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$150.00	L-3	2.50	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: 07/13/20	07/19/20	M-----		1				\$150.00		2.50			
N 8	WCOV	07/12/20	07/12/20	Su 930p-10p	CM	930p-10p	-----S	:30	1	\$75.00	L-3	1.40	NM	1	\$75.00
		Su 930p-10p													
		Auburn Review													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	-----S		1				\$75.00		1.40			
N 9	WCOV	07/12/20	07/12/20	Su 10a-11a	CM	10a-11a	-----S	:30	2	\$15.00	L-4	0.20	NM	2	\$30.00
		Fox News Sunday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	-----S		2				\$15.00		0.20			
N 10	WCOV	07/10/20	07/10/20	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													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	----F--		1				\$50.00		0.00			
													Totals	10	\$1,005.00