

**ORDER****WCOV-TV**

**Orders**  
**Order / Rev:** 31792  
**Alt Order #:** 27685481  
**Product Desc:** TV  
**Estimate:** 1421 POLITICAL ISSUE  
**Flight Dates:** 03/16/22 - 03/22/22  
**Original Date / Rev:** 03/02/22 / 03/02/22  
**Order Type:** GENERAL

**Primary AE:** Jenna Nubar  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Medium Buying LLC  
**Buying Contact:**  
**Billing Contact:**  
 1351 King Ave  
 Columbus, OH 43212

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

**Advertiser Name:** Political - Club for Growth  
**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	03/22/22	15	\$1,060.00	\$901.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	15	\$1,060.00	\$901.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$1,060.00</b>	<b>\$901.00</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	5%	\$1,060.00
Market	100%	\$21,200.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$20,140.00
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	03/16/22	03/18/22	M-F 935p-1005p	CM	935p-1005p	--WTF--	:30	3	\$50.00	L-4	0.00	NM	3	\$150.00
M-F 935p-1005p Andy COMMENTS APPLY TO SUB LINES A THRU A 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	--WTF--			3			\$50.00		0.00			
N 2	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 COMMENTS APPLY TO SUB LINES A THRU A Andy															
		<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			

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Advertiser: Political - Club for Growth  
 Product Desc: TV  
 Estimate: 1421 POLITICAL ISSUE

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	03/20/22	03/20/22	Su 10a-11a Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
COMMENTS APPLY TO SUB LINES A THRU A 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:		03/14/22	03/20/22	-----S	1		\$15.00		0.00						
N 4	WCOV	03/20/22	03/20/22	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
COMMENTS APPLY TO SUB LINES A THRU A 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 5	WCOV	03/21/22	03/22/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	MT-----	:30	2	\$100.00	L-4	0.00	NM	2	\$200.00
COMMENTS APPLY TO SUB LINES A THRU A 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	MT-----	2		\$100.00		0.00						
N 6	WCOV	03/16/22	03/18/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--WTF--	:30	3	\$100.00	L-4	0.00	NM	3	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A 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	--WTF--	3		\$100.00		0.00						
N 7	WCOV	03/21/22	03/22/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A 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	MT-----	2		\$50.00		0.00						
N 9	WCOV	03/21/22	03/22/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 P (10:05 PM-10:35 PM)	MT-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
COMMENTS APPLY TO SUB LINES A THRU A 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	MT-----	1		\$20.00		0.00						
N 10	WCOV	03/21/22	03/21/22	Mon 8p-9p Mon 8p-9p	CM	8p-9p	M-----	: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	M-----	1		\$150.00		0.00						
													Totals	15	\$1,060.00