

ORDER

WCOV-TV

Orders
Order / Rev: 31796
Alt Order #: 27685768
Product Desc: TV
Estimate: 1570 POLITICAL ISSUE
Flight Dates: 03/04/22 - 03/29/22
Original Date / Rev: 03/03/22 / 03/03/22
Order Type: GENERAL

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

Agency
Name: 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: A18+
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	53	\$4,835.00	\$4,109.75
03/28/22	03/29/22	6	\$550.00	\$467.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	53	\$4,835.00	\$4,109.75	0.00
April 2022	6	\$550.00	\$467.50	0.00
Totals	59	\$5,385.00	\$4,577.25	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	5%	\$5,385.00
Market	100%	\$107,700.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$102,315.00
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	03/04/22	03/29/22	Court 12n-1p Mathis	CM	12n-1p	MTWTF--	:30	1	\$50.00	L-4	0.00	NM	16	\$800.00
				M-F 12n-1p Judge Mathis											
				COMMENTS APPLY TO SUB LINES A THRU B											
				Judge Mathis											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/02/22	03/08/22	MT--F--		1				\$50.00		0.00			
		Week: 03/09/22	03/15/22	MTWTF--		5				\$50.00		0.00			
		Week: 03/16/22	03/22/22	MTWTF--		5				\$50.00		0.00			
		Week: 03/23/22	03/29/22	MTWTF--		5				\$50.00		0.00			
N 2	WCOV	03/09/22	03/29/22		CM	3p-4p	MTWTF--	:30	5	\$75.00	L-3	0.00	NM	15	\$1,125.00

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Advertiser: Political - Club for Growth
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 Estimate: 1570 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															
COMMENTS APPLY TO SUB LINES A THRU A															
The Real															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/09/22	03/15/22	MTWTF--					5	\$75.00		0.00			
		Week: 03/16/22	03/22/22	MTWTF--					5	\$75.00		0.00			
		Week: 03/23/22	03/29/22	MTWTF--					5	\$75.00		0.00			
N 3	WCOV	03/04/22	03/29/22	M-F 9p-935p Late News CM		9p-935p	MTWTF--	:30	1	\$150.00	L-3	0.00	NM	16	\$2,400.00
M-F 9p-935p Late News															
COMMENTS APPLY TO SUB LINES A THRU B															
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: 03/02/22	03/08/22	MT--F--					1	\$150.00		0.00			
		Week: 03/09/22	03/15/22	MTWTF--					5	\$150.00		0.00			
		Week: 03/16/22	03/22/22	MTWTF--					5	\$150.00		0.00			
		Week: 03/23/22	03/29/22	MTWTF--					5	\$150.00		0.00			
N 4	WCOV	03/05/22	03/26/22	Sat 9-930p Late News CM		9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	4	\$400.00
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: 02/28/22	03/06/22	-----S-					1	\$100.00		0.00			
		Week: 03/07/22	03/13/22	-----S-					1	\$100.00		0.00			
		Week: 03/14/22	03/20/22	-----S-					1	\$100.00		0.00			
		Week: 03/21/22	03/27/22	-----S-					1	\$100.00		0.00			
N 5	WCOV	03/06/22	03/27/22	Su 10a-11a CM		10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	4	\$60.00
Fox News Sunday															
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: 02/28/22	03/06/22	-----S					1	\$15.00		0.00			
		Week: 03/07/22	03/13/22	-----S					1	\$15.00		0.00			
		Week: 03/14/22	03/20/22	-----S					1	\$15.00		0.00			
		Week: 03/21/22	03/27/22	-----S					1	\$15.00		0.00			
N 6	WCOV	03/06/22	03/27/22	Sun 9-930p Late News CM		9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	4	\$600.00
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: 02/28/22	03/06/22	-----S					1	\$150.00		0.00			
		Week: 03/07/22	03/13/22	-----S					1	\$150.00		0.00			
		Week: 03/14/22	03/20/22	-----S					1	\$150.00		0.00			
		Week: 03/21/22	03/27/22	-----S					1	\$150.00		0.00			
													Totals	59	\$5,385.00