

ORDER



WCOV-TV

Orders	Order / Rev:	31448
	Alt Order #:	27662768
	Product Desc:	TV
	Estimate:	1464
	Flight Dates:	05/23/22 - 06/05/22
	Original Date / Rev:	04/07/22 / 04/07/22
	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:	\$0

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
04/25/22	05/29/22	35	\$3,675.00	\$3,123.75
05/30/22	05/31/22	18	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	35	\$3,675.00	\$3,123.75	0.00
June 2022	18	\$1,500.00	\$1,275.00	0.00
Totals	53	\$5,175.00	\$4,398.75	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

Order Share	Share	Total
WCOV-TV	10%	\$5,175.00
Market	100%	\$51,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$46,575.00
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	05/28/22	05/28/22	Sa 10p-11p	CM	10p-11p	-----S-	:30	1	\$50.00	L-3	0.00	NM	1	\$50.00
COMMENTS APPLY TO SUB LINES A THRU A Beat Shazam															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/23/22	05/29/22	-----S-	1		\$50.00	0.00							
3	WCOV	05/28/22	05/28/22	Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith															

Order / Rev: 31448
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 Flight Dates: 05/23/22 - 06/05/22

Advertiser: Political - Club for Growth
 Product Desc: TV
 Estimate: 1464

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/23/22	05/29/22	-----S-					1	\$75.00		0.00			
N 6	WCOV	05/26/22	05/26/22	Thurs 8p-9p Thurs 8p-9p	CM	8p-9p	---T---	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Mental Samurai-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/23/22	05/29/22	---T---					1	\$300.00		0.00			
N 7	WCOV	05/28/22	05/29/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	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:		05/23/22	05/29/22	-----S-					1	\$100.00		0.00			
N 8	WCOV	05/26/22	05/26/22	Thurs 7p-8p Thurs 7p-8p	CM		---T---	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Masterchef-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/23/22	05/29/22	---T---					1	\$300.00		0.00			
9	WCOV	05/30/22	05/31/22	Court 2p-3p Pat Ct M-F 2p-3p Paternity Ct	CM	2p-3p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A Paternity Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	MT-----					2	\$75.00		0.00			
10	WCOV	05/25/22	05/27/22	Court 2p-3p Pat Ct M-F 2p-3p Paternity Ct	CM	2p-3p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00
COMMENTS APPLY TO SUB LINES A THRU A Paternity Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/23/22	05/29/22	--WTF--					3	\$75.00		0.00			
11	WCOV	05/30/22	05/31/22	Court 1p-2p PC M-F 1p-2p People's Court	CM	1p-2p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	MT-----					2	\$75.00		0.00			
12	WCOV	05/25/22	05/27/22	Court 1p-2p PC M-F 1p-2p People's Court	CM	1p-2p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00
COMMENTS APPLY TO SUB LINES A THRU A People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/23/22	05/29/22	--WTF--					3	\$75.00		0.00			
13	WCOV	05/30/22	05/31/22	M-F 1105p-1205am M-F 1105p-1205am Mathis	CM	1105p-1205am	MT-----	:30	2	\$50.00	L-3	0.00	NM	2	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	MT-----					2	\$50.00		0.00			
14	WCOV	05/25/22	05/27/22	M-F 1105p-1205am M-F 1105p-1205am Mathis	CM	1105p-1205am	--WTF--	:30	3	\$50.00	L-3	0.00	NM	3	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/23/22	05/29/22	--WTF--					3	\$50.00		0.00			
15	WCOV	05/30/22	05/31/22	Court 12n-1p Mathis M-F 12n-1p Judge Mathis	CM	12n-1p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	MT-----					2	\$75.00		0.00			
16	WCOV	05/25/22	05/27/22		CM	12n-1p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Court 12n-1p Mathis															
M-F 12n-1p Judge Mathis															
COMMENTS APPLY TO SUB LINES A THRU A															
Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		05/23/22	05/29/22	--WTF--		3			\$75.00	0.00					
17	WCOV	05/30/22	05/31/22	M-F 935p-1005p	CM	935p-1005p	MT-----	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
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:		05/30/22	06/05/22	MT-----		2			\$100.00	0.00					
18	WCOV	05/25/22	05/27/22	M-F 935p-1005p	CM	935p-1005p	--WTF--	:30	3	\$100.00	L-3	0.00	NM	3	\$300.00
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:		05/23/22	05/29/22	--WTF--		3			\$100.00	0.00					
19	WCOV	05/30/22	05/31/22	M-F 9p-935p Late News	CM	9p-935p	MT-----	:30	2	\$150.00	L-3	0.00	NM	2	\$300.00
M-F 9p-935p Late News															
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:		05/30/22	06/05/22	MT-----		2			\$150.00	0.00					
20	WCOV	05/25/22	05/27/22	M-F 9p-935p Late News	CM	9p-935p	--WTF--	:30	3	\$150.00	L-3	0.00	NM	3	\$450.00
M-F 9p-935p Late News															
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:		05/23/22	05/29/22	--WTF--		3			\$150.00	0.00					
21	WCOV	05/30/22	05/31/22	Early Fringe 5-6pm	BT	CM 5p-6p	MT-----	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
M-F 5p-6p Big Bang Theory															
COMMENTS APPLY TO SUB LINES A THRU A															
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:		05/30/22	06/05/22	MT-----		2			\$100.00	0.00					
22	WCOV	05/25/22	05/27/22	Early Fringe 5-6pm	BT	CM 5p-6p	--WTF--	:30	3	\$100.00	L-3	0.00	NM	3	\$300.00
M-F 5p-6p Big Bang Theory															
COMMENTS APPLY TO SUB LINES A THRU A															
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:		05/23/22	05/29/22	--WTF--		3			\$100.00	0.00					
N 23	WCOV	05/30/22	05/31/22	M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$25.00	L-3	0.00	NM	2	\$50.00
M-F 7a-8a															
COMMENTS APPLY TO SUB LINES A THRU A															
Andy Griffith/Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		05/30/22	06/05/22	MT-----		2			\$25.00	0.00					
N 24	WCOV	05/25/22	05/27/22	M-F 7a-8a	CM	7a-8a	--WTF--	:30	3	\$25.00	L-3	0.00	NM	3	\$75.00
M-F 7a-8a															
COMMENTS APPLY TO SUB LINES A THRU A															
Andy Griffith/Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		05/23/22	05/29/22	--WTF--		3			\$25.00	0.00					
25	WCOV	05/30/22	05/31/22	M-F 6p-630p	DM	CM 6p-630p	MT-----	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
M-F 6p-630p Daily Mail															
COMMENTS APPLY TO SUB LINES A THRU A															
Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		05/30/22	06/05/22	MT-----		2			\$100.00	0.00					
26	WCOV	05/25/22	05/27/22	M-F 6p-630p	DM	CM 6p-630p	--WTF--	:30	3	\$100.00	L-3	0.00	NM	3	\$300.00
M-F 6p-630p Daily Mail															
COMMENTS APPLY TO SUB LINES A THRU A															

Order / Rev: 31448
Alt Order #: 27662768
Flight Dates: 05/23/22 - 06/05/22

Advertiser: Political - Club for Growth
Product Desc: TV
Estimate: 1464

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/23/22	05/29/22	--WTF--		3		\$100.00		0.00					
N27	WCOV	05/29/22	05/29/22	Nascar Race Nascar Race	CM	Various	-----S	:30	1	\$400.00	L-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/23/22	05/29/22	-----S		1		\$400.00		0.00					
N28	WCOV	05/29/22	05/29/22	M-SU 930-1005PM Late News M-SU 930-1005p Late News	CM	930-1005p	-----S	:30	1	\$150.00	L-3	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: 05/23/22	05/29/22	-----S		1		\$150.00		0.00					
N29	WCOV	05/25/22	05/27/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	--WTF--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/23/22	05/29/22	--WTF--		1		\$50.00		0.00					
Totals														53	\$5,175.00