

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 / 03/04/22
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	54	\$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	54	\$4,835.00	\$4,109.75	0.00
April 2022	6	\$550.00	\$467.50	0.00
Totals	60	\$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

Order Share	Share	Total
WCOV-TV	5%	\$5,385.00
Market	100%	\$107,700.00

Competitive Share

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

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	17	\$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				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WCOV	03/02/22-03/08/22		M-F 9p-935p Late News		9p-935p	MT---F----	:30		(\$150.00)	0.00	NM			
See MG 3.17,3.18															
[SEPARATION]															
17	WCOV	03/05/22-03/05/22		FOX College Basketball Ga		1:30 PM-3:30 PM	1:30 PM-3:30 P-----Sa--	:30		\$75.00	0.00	NM			
Ⓜ MG for 3.1 03/04															
18	WCOV	03/05/22-03/05/22		FOX College Basketball Ga		4:00 PM-6:00 PM	4:00 PM-6:00 P-----Sa--	:30		\$75.00	0.00	NM			
Ⓜ MG for 3.1 03/04															
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				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WCOV	03/07/22-03/13/22		Sat 9-930p Late News		9p-930p	-----Sa--	:30		(\$100.00)	0.00	NM			
See MG 4.5															
[news will air late after fox sports]															
5	WCOV	03/07/22-03/13/22		M-SU 10p-1205a Late News		10-1205a	-----Sa--	:30		\$100.00	0.00	NM			
Ⓜ MG for 4.2 03/12															
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														60	\$5,385.00