

ORDER

WCOV-TV

Orders
Order / Rev: 31791
Alt Order #: 27685478
Product Desc: TV
Estimate: 1420 POLITICAL ISSUE
Flight Dates: 03/09/22 - 03/15/22
Original Date / Rev: 03/07/22 / 03/07/22
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: 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	03/15/22	22	\$1,260.00	\$1,071.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	22	\$1,260.00	\$1,071.00	0.00
Totals	22	\$1,260.00	\$1,071.00	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%	\$1,260.00
Market	100%	\$25,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$23,940.00
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
1	WCOV	03/09/22	03/11/22	M-F 935p-1005p M-F 935p-1005p Andy COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith	CM	935p-1005p	--WTF--	:30	3	\$50.00	L-4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	--WTF--			3		\$50.00		0.00				
2	WCOV	03/13/22	03/13/22	Su 10a-11a Fox News Sunday COMMENTS APPLY TO SUB LINES A THRU A Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	-----S			1		\$15.00		0.00				

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Advertiser: Political - Club for Growth
 Product Desc: TV
 Estimate: 1420 POLITICAL ISSUE

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCOV	03/13/22	03/13/22	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:		03/07/22	03/13/22	-----S					1	\$100.00		0.00			
4	WCOV	03/14/22	03/15/22	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:		03/14/22	03/20/22	MT-----					2	\$100.00		0.00			
N 5	WCOV	03/09/22	03/11/22	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	0	\$0.00
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:		03/07/22	03/13/22	--WTF--					3	\$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>		
1	WCOV	03/07/22-03/13/22		M-F 9p-935p Late News		9p-935p	--WThF----	:30		(\$100.00)		0.00	NM		
Credited															
2	WCOV	03/07/22-03/13/22		M-F 9p-935p Late News		9p-935p	--WThF----	:30		(\$100.00)		0.00	NM		
Credited															
3	WCOV	03/07/22-03/13/22		M-F 9p-935p Late News		9p-935p	--WThF----	:30		(\$100.00)		0.00	NM		
Credited															
6	WCOV	03/14/22	03/15/22	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:		03/14/22	03/20/22	MT-----					2	\$50.00		0.00			
7	WCOV	03/14/22	03/14/22	Mon 7p-8p Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A 9-1-1: Lone Star [4Q'18 9-1-1 (M 8p) avg shares applied to Nov'18 TP H/P levels.]															
		<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	M-----					1	\$150.00		0.00			
8	WCOV	03/14/22	03/15/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 P1MT (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:		03/14/22	03/20/22	MT-----					1	\$20.00		0.00			
9	WCOV	03/12/22	03/12/22	Sa 930p-10p Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
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:		03/07/22	03/13/22	-----S-					1	\$25.00		0.00			
N 10	WCOV	03/09/22	03/15/22	M-F 630p-7p Extra M-F 630p-7p Extra	CM	630p-7p	MTWTF--	:30	2	\$50.00	L-4	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/22	03/13/22	--WTF--					3	\$50.00		0.00			
Week:		03/14/22	03/20/22	MT-----					2	\$50.00		0.00			
N 11	WCOV	03/09/22	03/15/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	2	\$50.00	L-4	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/22	03/13/22	--WTF--					3	\$50.00		0.00			
Week:		03/14/22	03/20/22	MT-----					2	\$50.00		0.00			
													Totals	22	\$1,260.00