



**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:	01/12/22 / 01/12/22
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 Thru:	
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	36	\$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	36	\$3,675.00	\$3,123.75	0.00
June 2022	18	\$1,500.00	\$1,275.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$5,175.00</b>	<b>\$4,398.75</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

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 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					
N 2	WCOV	05/29/22	05/29/22	Sun 6p-7p Sun 6p-7p	CM	6p-7p	-----S	:30	1	\$200.00	L-3	0.00	NM	1	\$200.00
COMMENTS APPLY TO SUB LINES A THRU A Fox Encores-FOX															

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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	\$200.00		0.00			
N 3	WCOV	05/28/22	05/28/22	Sa 930p-10p 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															
		<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 4	WCOV	05/28/22	05/28/22	Sat 8p-9p Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A Fox Prime Encores B															
		<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 5	WCOV	05/28/22	05/28/22	Sat 7p-8p Sat 7p-8p	CM	7p-8p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A Fox Prime Encores A															
		<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 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	M-F 9p-935p/Sa-Su 9-930p M-F 9p-935p/Sa-Su 9-930p	CM	9p-935p	-----SS	:30	2	\$150.00	L-3	0.00	NM	2	\$300.00
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	-----SS					2	\$150.00		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			
N 9	WCOV	05/30/22	05/31/22	Court 2p-3p Pat Ct M-F 2p-3p Paternity Crt	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			
N 10	WCOV	05/25/22	05/27/22	Court 2p-3p Pat Ct M-F 2p-3p Paternity Crt	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			
N 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			
N 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			
N 13	WCOV	05/30/22	05/31/22		CM	1105p-1205am	MT-----	:30	2	\$50.00	L-3	0.00	NM	2	\$100.00

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1105p-1205am											
				M-F 1105p-1205am 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: 05/30/22	06/05/22	MT-----					2	\$50.00		0.00			
N 14	WCOV	05/25/22	05/27/22	M-F 1105p-1205am	CM	1105p-1205am	--WTF--	:30	3	\$50.00	L-3	0.00	NM	3	\$150.00
				M-F 1105p-1205am 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	\$50.00		0.00			
N 15	WCOV	05/30/22	05/31/22	Court 12n-1p Mathis	CM	12n-1p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
				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: 05/30/22	06/05/22	MT-----					2	\$75.00		0.00			
N 16	WCOV	05/25/22	05/27/22	Court 12n-1p Mathis	CM	12n-1p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00
				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			
N 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			
N 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			
N 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			
N 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			
N 21	WCOV	05/30/22	05/31/22	Early Fringe 5-6pm BBTCM		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			
N 22	WCOV	05/25/22	05/27/22	Early Fringe 5-6pm BBTCM		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											

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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
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						
N 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						
N 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															
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						
													Totals	54	\$5,175.00