

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: 03/02/22 / 03/10/22
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	24	\$1,260.00	\$1,071.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	24	\$1,260.00	\$1,071.00	0.00
Totals	24	\$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

Order Share	Share	Total
WCOV-TV	5%	\$1,260.00
Market	100%	\$25,200.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$23,940.00
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	03/09/22	03/11/22	M-F 935p-1005p	CM	935p-1005p	--WTF--	:30	3	\$50.00	L-4	0.00	NM	3	\$150.00
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:		03/07/22	03/13/22	--WTF--			3			\$50.00		0.00			
N 2	WCOV	03/13/22	03/13/22	Su 10a-11a	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
Fox News Sunday COMMENTS APPLY TO SUB LINES A THRU A 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:		03/07/22	03/13/22	-----S			1			\$15.00		0.00			

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	03/13/22	03/13/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
Sun 9p-930p Late News															
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					
<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	Sun 9-930p Late News		9p-930p		-----Su	:30		(\$100.00)	0.00	NM			
See MG 3.2															
[na]															
2	WCOV	03/07/22-03/13/22	Sun 630p-7p		630p-7p		-----Su	:30		\$100.00	0.00	NM			
Ⓜ MG for 3.1 03/13															
N 5	WCOV	03/09/22	03/11/22	M-F 9p-935p Late News	CM	9p-935p	--WTF--	:30	3	\$100.00	L-4	0.00	NM	0	\$0.00
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:		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															
N 6	WCOV	03/14/22	03/15/22	M-F 935p-1005p	CM	935p-1005p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
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:		03/14/22	03/20/22	MT-----			2		\$50.00	0.00					
N 7	WCOV	03/14/22	03/14/22	Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
Mon 7p-8p															
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					
<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	03/14/22-03/20/22	Mon 7p-8p		7p-8p		M-----	:30		(\$150.00)	0.00	NM			
See MG 7.2															
[NA]															
2	WCOV	03/14/22-03/20/22	Mon 8p-9p		8p-9p		M-----	:30		\$150.00	0.00	NM			
Ⓜ MG for 7.1 03/14															
N 8	WCOV	03/14/22	03/15/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PM	MT-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
M-F 1005p-1105p (10:05 PM-10:35 PM)															
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					
N 9	WCOV	03/12/22	03/12/22	Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
Sa 930p-10p															
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					

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 Flight Dates: 03/09/22 - 03/15/22

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 Product Desc: TV
 Estimate: 1420 POLITICAL ISSUE

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		<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					
<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 Sa		930p-10p		930p-10p	-----Sa--	:30		(\$25.00)		0.00	NM		
See MG 9.2															
[na fox sports]															
2	WCOV	03/07/22-03/13/22 Sa		1030p-1130p		10:30 PM-11:00 PM	-----Sa--	:30		\$25.00		0.00	NM		
Ⓜ MG for 9.1 03/12															
N 10	WCOV	03/09/22	03/15/22	M-F 630p-7p Extra	CM	630p-7p	MTWTF--	:30	2	\$50.00	L-4	0.00	NM	5	\$250.00
				M-F 630p-7p Extra											
		<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		5:30 PM-6:00 PM	MTWTF--	:30	2	\$50.00	L-4	0.00	NM	5	\$250.00
				M-F 5p-6p Big Bang Theory		(5:30 PM-6:00 PM)									
		<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 12	WCOV	03/14/22	03/15/22	Court 3p-4p Real	CM	3p-4p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
				M-F 3p-4p The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		03/14/22	03/20/22	MT-----			2		\$50.00	0.00					
N 13	WCOV	03/14/22	03/15/22	Court 12n-1p Mathis	CM	12n-1p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
				M-F 12n-1p Judge Mathis											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		03/14/22	03/20/22	MT-----			2		\$50.00	0.00					
													Totals	24	\$1,260.00