

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			

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Product Desc:	TV
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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			
N 8	WCOV	03/14/22	03/15/22	M-F 1005p-1105p	CM		10:05 PM-10:35 PIMT-----		: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			
<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</																

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N 11	WCOV	03/09/22	03/15/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		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			
N 12	WCOV	03/14/22	03/15/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<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 M-F 12n-1p Judge Mathis	CM	12n-1p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<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