

## ORDER



WCOV-TV

Orders	Order / Rev:	31595
	Alt Order #:	27671288
	Product Desc:	TV
	Estimate:	1418 POLITICAL
	Flight Dates:	02/21/22 - 03/06/22
	Original Date / Rev:	02/23/22 / 02/23/22
	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
01/31/22	02/27/22	9	\$610.00	\$518.50
02/28/22	03/01/22	4	\$450.00	\$382.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	9	\$610.00	\$518.50	0.00
March 2022	4	\$450.00	\$382.50	0.00
<b>Totals</b>	<b>13</b>	<b>\$1,060.00</b>	<b>\$901.00</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	5%	\$1,060.00
Market	100%	\$21,200.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$20,140.00
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
1	WCOV	02/28/22	03/01/22	M-F 935p-1005p M-F 935p-1005p Andy Griffith	CM	935p-1005p	MT-----	:30	2	\$50.00	L-4	0.00	NM	1	\$50.00
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:	02/28/22	03/06/22	MT-----		2				\$50.00		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	02/28/22-03/06/22		M-F 935p-1005p		935p-1005p	MT-----	:30		<del>(\$50.00)</del>		0.00	NM		
See MG 7.3															
[NA DUE TO ST OF UNION]															

Order / Rev: 31595  
 Alt Order #: 27671288  
 Flight Dates: 02/21/22 - 03/06/22

Advertiser: Political - Club for Growth  
 Product Desc: TV  
 Estimate: 1418 POLITICAL

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WCOV	02/23/22	02/25/22	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:	02/21/22	02/27/22	--WTF--		3			\$50.00			0.00			
3	WCOV	02/28/22	02/28/22	Mon 7p-8p 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.]	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
		<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	M-----		1			\$150.00			0.00			
4	WCOV	02/26/22	02/26/22	Sat 9-930p Late News Sat 9p-930p Late News COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/21/22	02/27/22	-----S-		1			\$50.00			0.00			
N 5	WCOV	02/27/22	02/27/22	Su 9a-10a Su 9a-10a COMMENTS APPLY TO SUB LINES A THRU A Fox News Sunday	CM	9a-10a	-----S	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/21/22	02/27/22	-----S		1			\$10.00			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	02/21/22-02/27/22	Su 9a-10a		9a-10a	-----Su	:30		(\$10.00)		0.00	NM		
				See MG 5.2 [PROGRAM NOT AIRING IN THIS TP]											
	2	WCOV	02/21/22-02/27/22	Sa 11p-12a		11p-12a	-----Sa--	:30		\$10.00		0.00	NM		
				MG for 5.1 02/27											
6	WCOV	02/27/22	02/27/22	Sun 9-930p Late News Sun 9p-930p Late News COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/21/22	02/27/22	-----S		1			\$100.00			0.00			
7	WCOV	02/28/22	03/01/22	M-F 9p-935p Late News M-F 9p-935p Late News COMMENTS APPLY TO SUB LINES A THRU A Wcov 9 O'Clock Local News	CM	9p-935p	MT-----	:30	2	\$100.00	L-4	0.00	NM	2	\$250.00
		<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	MT-----		2			\$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	02/28/22-03/06/22	M-F 9p-935p Late News		9p-935p	MT-----	:30		(\$100.00)		0.00	NM		
				See MG 7.3 [news will air late after st of union]											
	3	WCOV	03/01/22-03/01/22	M-SU 930-1005PM Late New		930-1005p	-T-----	:30		\$150.00		0.00	NM		
				MG for 7.2,1.2											
8	WCOV	02/23/22	02/25/22	M-F 9p-935p Late News M-F 9p-935p Late News COMMENTS APPLY TO SUB LINES A THRU A Wcov 9 O'Clock Local News	CM	9p-935p	--WTF--	:30	3	\$100.00	L-4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	02/21/22	02/27/22	--WTF--		3			\$100.00			0.00			
													Totals	13	\$1,060.00