

ORDER

WCOV-TV

Orders
Order / Rev: 31587
Alt Order #: 27671012
Product Desc: TV
Estimate: 1415 POLITICAL ISSUE
Flight Dates: 01/31/22 - 02/13/22
Original Date / Rev: 02/01/22 / 02/01/22
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	02/08/22	14	\$1,060.00	\$901.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	14	\$1,060.00	\$901.00	0.00
Totals	14	\$1,060.00	\$901.00	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%	\$1,060.00
Market	100%	\$21,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$20,140.00
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
N 1	WCOV	02/07/22	02/08/22	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:		02/07/22	02/13/22	MT-----			2			\$50.00		0.00			
N 2	WCOV	02/02/22	02/04/22	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:		01/31/22	02/06/22	--WTF--			3			\$50.00		0.00			

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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	02/07/22	02/07/22	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:		02/07/22	02/13/22	M-----	1		\$150.00		0.00						
N 4	WCOV	02/05/22	02/05/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
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:		01/31/22	02/06/22	-----S-	1		\$50.00		0.00						
N 5	WCOV	02/06/22	02/06/22	Su 9a-10a Su 9a-10a	CM	9a-10a	-----S	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
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:		01/31/22	02/06/22	-----S	1		\$10.00		0.00						
N 6	WCOV	02/06/22	02/06/22	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:		01/31/22	02/06/22	-----S	1		\$100.00		0.00						
N 7	WCOV	02/07/22	02/08/22	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:		02/07/22	02/13/22	MT-----	2		\$100.00		0.00						
N 8	WCOV	02/02/22	02/04/22	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	3	\$300.00
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:		01/31/22	02/06/22	--WTF--	3		\$100.00		0.00						
													Totals	14	\$1,060.00