

ORDER



WCOV-TV

Orders
Order / Rev: 32148
Alt Order #: 27755626
Product Desc: TV
Estimate: 1589
Flight Dates: 04/13/22 - 04/19/22
Original Date / Rev: 03/30/22 / 03/30/22
Order Type: GENERAL

Primary AE: Christopher Lynch
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: HH
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
03/28/22	04/19/22	33	\$2,365.00	\$2,010.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	33	\$2,365.00	\$2,010.25	0.00
Totals	33	\$2,365.00	\$2,010.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Lynch			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	04/13/22	04/19/22	Court 4p-5p Ellen M-F 4p-5p Ellen	CM	4p-5p	MTWTF--	:30	5	\$50.00	L-4	0.00	NM	5	\$250.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/13/22	04/19/22	MTWTF--	5		\$50.00		0.00						
N 2	WCOV	04/13/22	04/19/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory		5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	5	\$50.00	L-4	0.00	NM	5	\$250.00
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:		04/13/22	04/19/22	MTWTF--	5		\$50.00		0.00						
N 3	WCOV	04/13/22	04/19/22	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	5	\$50.00	L-4	0.00	NM	5	\$250.00
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:		04/13/22	04/19/22	MTWTF--	5		\$50.00		0.00						
N 4	WCOV	04/13/22	04/19/22	M-F 9p-935p Late NewsCM M-F 9p-935p Late News	CM	9p-935p	MTWTF--	:30	5	\$150.00	L-3	0.00	NM	5	\$750.00
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:		04/13/22	04/19/22	MTWTF--	5		\$150.00		0.00						
N 5	WCOV	04/13/22	04/19/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	MTWTF--	:30	5	\$100.00	L-3	0.00	NM	5	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/22	04/19/22	MTWTF--		5			\$100.00	0.00					
N 6	WCOV	04/13/22	04/19/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PM	MTWTF--	:30	5	\$20.00	L-4	0.00	NM	5	\$100.00
				M-F 1005p-1105p Dr. Oz		(10:05 PM-10:35 PM)									
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/22	04/19/22	MTWTF--		5			\$20.00	0.00					
N 7	WCOV	04/16/22	04/16/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
				Sat 9p-930p Late News											
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: 04/11/22	04/17/22	-----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	04/11/22-04/17/22	Sat 9-930p Late News			9p-930p	-----Sa--	:30		(\$100.00)		0.00	NM		
See MG 7.2															
[NEWS WILL AIR LATE AFTER USFL]															
2	WCOV	04/11/22-04/17/22	M-SU 930-1005PM Late New			930-1005p	-----Sa--	:30		\$100.00		0.00	NM		
Ⓜ MG for 7.1 04/16															
N 8	WCOV	04/17/22	04/17/22	Su 10a-11a	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
				Fox News Sunday											
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: 04/11/22	04/17/22	-----S		1			\$15.00	0.00					
N 9	WCOV	04/17/22	04/17/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				Sun 9p-930p Late News											
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: 04/11/22	04/17/22	-----S		1			\$150.00	0.00					
													Totals	33	\$2,365.00