

ORDER

WCOV-TV

Orders
Order / Rev: 31449
Alt Order #: 27662769
Product Desc: TV
Estimate: 1465
Flight Dates: 05/30/22 - 06/12/22
Original Date / Rev: 04/08/22 / 04/08/22
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: HH
Product Codes: PL2
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: L-3

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
05/30/22	06/07/22	55	\$5,175.00	\$4,398.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	55	\$5,175.00	\$4,398.75	0.00
Totals	55	\$5,175.00	\$4,398.75	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	10%	\$5,175.00
Market	100%	\$51,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$46,575.00
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	06/04/22	06/04/22	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----S-	:30	1	\$50.00	L-3	0.00	NM	1	\$50.00
COMMENTS APPLY TO SUB LINES A THRU A Beat Shazam															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----S-			1			\$50.00		0.00			
2	WCOV	06/05/22	06/05/22	Sun 6p-7p Sun 6p-7p	CM	6p-7p	-----S	:30	1	\$200.00	L-3	0.00	NM	1	\$200.00
COMMENTS APPLY TO SUB LINES A THRU A Fox Encores-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----S			1			\$200.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCOV	06/04/22	06/04/22	Sa 930p-10p Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
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:		05/30/22	06/05/22	-----S-	1		\$75.00	0.00							
N 4	WCOV	06/04/22	06/04/22	MLB Regular Season MLB Regular Season	CM	11A-11P	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A Fox Prime Encores B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/30/22	06/05/22	-----S-	1		\$100.00	0.00							
N 5	WCOV	06/04/22	06/04/22	MLB Regular Season MLB Regular Season	CM	11A-11P	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A Fox Prime Encores A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/30/22	06/05/22	-----S-	1		\$100.00	0.00							
N 6	WCOV	06/02/22	06/02/22	Thurs 7p-9p ROS Thurs 7p-9p Rotator	CM	7p-9p	---T---	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Mental Samurai-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/30/22	06/05/22	---T---	1		\$300.00	0.00							
N 7	WCOV	06/04/22	06/05/22	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
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:		05/30/22	06/05/22	-----S	1		\$150.00	0.00							
N 8	WCOV	06/02/22	06/02/22	Thurs 7p-9p ROS Thurs 7p-9p Rotator	CM	7p-9p	---T---	:30	1	\$300.00	L-3	0.00	NM	1	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Masterchef-FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/30/22	06/05/22	---T---	1		\$300.00	0.00							
9	WCOV	06/06/22	06/07/22	Court 2p-3p Pat Ct M-F 2p-3p Paternity Crt	CM	2p-3p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A Paternity Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/06/22	06/12/22	MT-----	2		\$75.00	0.00							
10	WCOV	06/01/22	06/03/22	Court 2p-3p Pat Ct M-F 2p-3p Paternity Crt	CM	2p-3p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00
COMMENTS APPLY TO SUB LINES A THRU A Paternity Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/30/22	06/05/22	--WTF--	3		\$75.00	0.00							
11	WCOV	06/06/22	06/07/22	Court 1p-2p PC M-F 1p-2p People's Court	CM	1p-2p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		06/06/22	06/12/22	MT-----	2		\$75.00	0.00							
12	WCOV	06/01/22	06/03/22	Court 1p-2p PC M-F 1p-2p People's Court	CM	1p-2p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00
COMMENTS APPLY TO SUB LINES A THRU A People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		05/30/22	06/05/22	--WTF--	3		\$75.00	0.00							
13	WCOV	06/06/22	06/07/22	M-F 1105p-1205am M-F 1105p-1205am Mathis	CM	1105p-1205am	MT-----	:30	2	\$50.00	L-3	0.00	NM	2	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A															

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Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/22	06/12/22	MT-----					2	\$50.00		0.00			
14	WCOV	06/01/22	06/03/22	M-F 1105p-1205am	CM	1105p-1205am	--WTF--	:30	3	\$50.00	L-3	0.00	NM	3	\$150.00
				M-F 1105p-1205am Mathis											
				COMMENTS APPLY TO SUB LINES A THRU A											
Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	--WTF--					3	\$50.00		0.00			
15	WCOV	06/06/22	06/07/22	Court 12n-1p Mathis	CM	12n-1p	MT-----	:30	2	\$75.00	L-3	0.00	NM	2	\$150.00
				M-F 12n-1p Judge Mathis											
				COMMENTS APPLY TO SUB LINES A THRU A											
Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/22	06/12/22	MT-----					2	\$75.00		0.00			
16	WCOV	06/01/22	06/03/22	Court 12n-1p Mathis	CM	12n-1p	--WTF--	:30	3	\$75.00	L-3	0.00	NM	3	\$225.00
				M-F 12n-1p Judge Mathis											
				COMMENTS APPLY TO SUB LINES A THRU A											
Judge Mathis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	--WTF--					3	\$75.00		0.00			
17	WCOV	06/06/22	06/07/22	M-F 935p-1005p	CM	935p-1005p	MT-----	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
				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:		06/06/22	06/12/22	MT-----					2	\$100.00		0.00			
18	WCOV	06/01/22	06/03/22	M-F 935p-1005p	CM	935p-1005p	--WTF--	:30	3	\$100.00	L-3	0.00	NM	3	\$300.00
				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:		05/30/22	06/05/22	--WTF--					3	\$100.00		0.00			
19	WCOV	06/06/22	06/07/22	M-F 9p-935p Late News	CM	9p-935p	MT-----	:30	2	\$150.00	L-3	0.00	NM	2	\$300.00
				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:		06/06/22	06/12/22	MT-----					2	\$150.00		0.00			
20	WCOV	06/01/22	06/03/22	M-F 9p-935p Late News	CM	9p-935p	--WTF--	:30	3	\$150.00	L-3	0.00	NM	3	\$450.00
				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:		05/30/22	06/05/22	--WTF--					3	\$150.00		0.00			
21	WCOV	06/06/22	06/07/22	Early Fringe 5-6pm BBTCM	CM	5p-6p	MT-----	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
				M-F 5p-6p Big Bang Theory											
				COMMENTS APPLY TO SUB LINES A THRU A											
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:		06/06/22	06/12/22	MT-----					2	\$100.00		0.00			
22	WCOV	06/01/22	06/03/22	Early Fringe 5-6pm BBTCM	CM	5p-6p	--WTF--	:30	3	\$100.00	L-3	0.00	NM	3	\$300.00
				M-F 5p-6p Big Bang Theory											
				COMMENTS APPLY TO SUB LINES A THRU A											
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:		05/30/22	06/05/22	--WTF--					3	\$100.00		0.00			
N23	WCOV	06/06/22	06/07/22	M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$25.00	L-3	0.00	NM	2	\$50.00
				M-F 7a-8a											
				COMMENTS APPLY TO SUB LINES A THRU A											
Andy Griffith/Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/06/22	06/12/22	MT-----					2	\$25.00		0.00			

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WCOV-TV

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N 24	WCOV	06/01/22	06/03/22	M-F 7a-8a M-F 7a-8a	CM	7a-8a	--WTF--	:30	3	\$25.00	L-3	0.00	NM	3	\$75.00
COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith/Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 05/30/22		06/05/22	--WTF--	3		\$25.00		0.00							
25	WCOV	06/06/22	06/07/22	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	MT-----	:30	2	\$100.00	L-3	0.00	NM	2	\$200.00
COMMENTS APPLY TO SUB LINES A THRU A Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 06/06/22		06/12/22	MT-----	2		\$100.00		0.00							
26	WCOV	06/01/22	06/03/22	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	--WTF--	:30	3	\$100.00	L-3	0.00	NM	3	\$300.00
COMMENTS APPLY TO SUB LINES A THRU A Daily Mail															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 05/30/22		06/05/22	--WTF--	3		\$100.00		0.00							
N 27	WCOV	06/04/22	06/04/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	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: 05/30/22		06/05/22	-----S-	1		\$100.00		0.00							
N 28	WCOV	06/01/22	06/03/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	--WTF--	: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: 05/30/22		06/05/22	--WTF--	1		\$50.00		0.00							
													Totals	55	\$5,175.00