

ORDER

WCOV-TV

Orders
Order / Rev: 32139
Alt Order #: 27754880
Product Desc: TV
Estimate: 1587
Flight Dates: 03/30/22 - 04/05/22
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	04/05/22	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	03/30/22	04/05/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/22	04/05/22	MTWTF--		5				\$50.00		0.00			
N 2	WCOV	03/30/22	04/05/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/22	04/05/22	MTWTF--		5				\$50.00		0.00			
N 3	WCOV	03/30/22	04/05/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/22	04/05/22	MTWTF--		5				\$50.00		0.00			
N 4	WCOV	03/30/22	04/05/22	M-F 9p-935p Late NewsCM M-F 9p-935p Late News		9p-935p	MTWTF--	:30	5	\$150.00	L-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/22	04/05/22	MTWTF--		5				\$150.00		0.00			
N 5	WCOV	03/30/22	04/05/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	MTWTF--	:30	5	\$100.00	L-4	0.00	NM	5	\$500.00

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Advertiser: Political - Club for Growth
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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: 03/30/22	04/05/22	MTWTF--		5				\$100.00		0.00			
N 6	WCOV	03/30/22	04/05/22	M-F 1005p-1105p M-F 1005p-1105p Dr. Oz	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	MTWTF--	:30	5	\$20.00	L-4	0.00	NM	5	\$100.00
Andy Griffith															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/22	04/05/22	MTWTF--		5				\$20.00		0.00			
N 7	WCOV	04/02/22	04/02/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
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: 03/28/22	04/03/22	-----S-		1				\$100.00		0.00			
N 8	WCOV	04/03/22	04/03/22	Su 10a-11a Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
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: 03/28/22	04/03/22	-----S		1				\$15.00		0.00			
N 9	WCOV	04/03/22	04/03/22	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
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: 03/28/22	04/03/22	-----S		1				\$150.00		0.00			
													Totals	33	\$2,365.00