

## ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31593  
**Alt Order #:** 27671283  
**Product Desc:** TV  
**Estimate:** 1416 POLITICAL  
**Flight Dates:** 02/07/22 - 02/20/22  
**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	02/15/22	14	\$1,060.00	\$901.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	14	\$1,060.00	\$901.00	0.00
<b>Totals</b>	<b>14</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

	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	02/14/22	02/15/22	M-F 935p-1005p	CM	935p-1005p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
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:		02/14/22	02/20/22	MT-----			2			\$50.00		0.00			
N 2	WCOV	02/09/22	02/11/22	M-F 935p-1005p	CM	935p-1005p	--WTF--	:30	3	\$50.00	L-4	0.00	NM	3	\$150.00
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:		02/07/22	02/13/22	--WTF--			3			\$50.00		0.00			

Order / Rev: 31593  
 Alt Order #: 27671283  
 Flight Dates: 02/07/22 - 02/20/22

Advertiser: Political - Club for Growth  
 Product Desc: TV  
 Estimate: 1416 POLITICAL

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	02/14/22	02/14/22	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:		02/14/22	02/20/22	M-----			1			\$150.00		0.00			
N 4	WCOV	02/12/22	02/12/22	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:		02/07/22	02/13/22	-----S-			1			\$50.00		0.00			
N 5	WCOV	02/13/22	02/13/22	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:		02/07/22	02/13/22	-----S			1			\$10.00		0.00			
N 6	WCOV	02/13/22	02/13/22	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:		02/07/22	02/13/22	-----S			1			\$100.00		0.00			
N 7	WCOV	02/14/22	02/15/22	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:		02/14/22	02/20/22	MT-----			2			\$100.00		0.00			
N 8	WCOV	02/09/22	02/11/22	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:		02/07/22	02/13/22	--WTF--			3			\$100.00		0.00			
Totals													14	\$1,060.00	