

ORDER

WCOV-TV

Orders
Order / Rev: 31792
Alt Order #: 27685481
Product Desc: TV
Estimate: 1421 POLITICAL ISSUE
Flight Dates: 03/16/22 - 03/22/22
Original Date / Rev: 03/10/22 / 03/10/22
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: A35+
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
02/28/22	03/22/22	20	\$1,060.00	\$901.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	20	\$1,060.00	\$901.00	0.00
Totals	20	\$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

Order Share	Share	Total
WCOV-TV	5%	\$1,060.00
Market	100%	\$21,200.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$20,140.00
WAKA	0%	\$0.00
WNCF	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
1	WCOV	03/16/22	03/18/22	M-F 935p-1005p M-F 935p-1005p Andy COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith	CM	935p-1005p	--WTF--	:30	3	\$50.00	L-4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/14/22	03/20/22	--WTF--					3	\$50.00		0.00			
2	WCOV	03/19/22	03/19/22	Sa 930p-10p Sa 930p-10p COMMENTS APPLY TO SUB LINES A THRU A Andy	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/14/22	03/20/22	-----S-					1	\$25.00		0.00			

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Advertiser: Political - Club for Growth
 Product Desc: TV
 Estimate: 1421 POLITICAL ISSUE

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCOV	03/20/22	03/20/22	Su 10a-11a Fox News Sunday COMMENTS APPLY TO SUB LINES A THRU A Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/14/22	03/20/22	-----S		1				\$15.00		0.00			
4	WCOV	03/20/22	03/20/22	Sun 9-930p Late News Sun 9p-930p Late News COMMENTS APPLY TO SUB LINES A THRU A Fox News @ 9	CM	9p-930p	-----S	:30	1	\$100.00	L-4	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:	03/14/22	03/20/22	-----S		1				\$100.00		0.00			
7	WCOV	03/21/22	03/22/22	M-F 935p-1005p M-F 935p-1005p Andy COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith	CM	935p-1005p	MT-----	:30	2	\$50.00	L-4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/22	03/27/22	MT-----		2				\$50.00		0.00			
9	WCOV	03/21/22	03/22/22	M-F 1005p-1105p M-F 1005p-1105p COMMENTS APPLY TO SUB LINES A THRU A Andy Griffith	CM	10:05 PM-10:35 PIMT (10:05 PM-10:35 PM)	MT-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/22	03/27/22	MT-----		1				\$20.00		0.00			
10	WCOV	03/21/22	03/21/22	Mon 8p-9p Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/22	03/27/22	M-----		1				\$150.00		0.00			
N 11	WCOV	03/16/22	03/22/22	Early Fringe 5-6pm BBTCM M-F 5p-6p Big Bang Theory	CM	5p-6p	MTWTF--	:30	3	\$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:	03/14/22	03/20/22	--WTF--		3				\$50.00		0.00			
	Week:	03/21/22	03/27/22	MT-----		2				\$50.00		0.00			
N 12	WCOV	03/16/22	03/22/22	M-F 630p-7p Extra M-F 630p-7p Extra	CM	630p-7p	MTWTF--	:30	3	\$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:	03/14/22	03/20/22	--WTF--		3				\$50.00		0.00			
	Week:	03/21/22	03/27/22	MT-----		2				\$50.00		0.00			
Totals														20	\$1,060.00