

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: 03/18/22 / 03/18/22
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

| | 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 |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| 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 | | | |

Order / Rev: 31792
Alt Order #: 27685481
Flight Dates: 03/16/22 - 03/22/22

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 | CM | 10a-11a | -----S | :30 | 1 | \$15.00 | L-4 | 0.00 | NM | 1 | \$15.00 |
| 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: | | 03/14/22 | 03/20/22 | -----S | | | 1 | | \$15.00 | | 0.00 | | | | |
| E 4 | WCOV | 03/20/22 | 03/20/22 | 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: | | 03/14/22 | 03/20/22 | -----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 | 03/14/22-03/20/22 | | Sun 9-930p Late News | | 9p-930p | -----Su | :30 | | (\$100.00) | | 0.00 | NM | | |
| See MG 4.2 [na] | | | | | | | | | | | | | | | |
| 2 | WCOV | 03/14/22-03/20/22 | | Sun 8p-9p | | 8p-9p | -----Su | :30 | | \$100.00 | | 0.00 | NM | | |
| Ⓜ MG for 4.1 03/20 | | | | | | | | | | | | | | | |
| 7 | WCOV | 03/21/22 | 03/22/22 | M-F 935p-1005p M-F 935p-1005p Andy | 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: | | 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 | CM | 10:05 PM-10:35 P1MT (10:05 PM-10:35 PM) | ----- | :30 | 1 | \$20.00 | L-4 | 0.00 | NM | 1 | \$20.00 |
| 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: | | 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 | | | | |
| 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 | | | | |
| 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 |