

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31759  
**Alt Order #:** 27684371  
**Product Desc:** 2022  
**Estimate:** 14155 POLITICAL ISSUE  
**Flight Dates:** 03/09/22 - 03/15/22  
**Original Date / Rev:** 03/01/22 / 03/01/22  
**Order Type:** GENERAL

**Primary AE:** Jenna Nubar  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** Red Eagle Media Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Political - Alabama Conservative Func  
**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	03/15/22	19	\$2,440.00	\$2,074.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	19	\$2,440.00	\$2,074.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$2,440.00</b>	<b>\$2,074.00</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**

Order Share	Share	Total
WCOV-TV	5%	\$2,440.00
Market	100%	\$48,800.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$46,360.00
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
N 1	WCOV	03/09/22	03/09/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	--W----	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
The Score (local sports show)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	--W----			1		\$75.00		0.00				
N 2	WCOV	03/10/22	03/10/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	---T---	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
The Score (local sports show)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	---T---			1		\$75.00		0.00				
N 3	WCOV	03/11/22	03/11/22		CM	6a-7a	----F--	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00

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N 4	WCOV	03/14/22	03/14/22	M-F 6a-7a The Score The Score (local sports show)	CM	6a-7a	M-----	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	----F--					1	\$75.00		0.00			
N 5	WCOV	03/15/22	03/15/22	M-F 6a-7a The Score The Score (local sports show)	CM	6a-7a	-T-----	:30	1	\$75.00	L-3	0.00	NM	1	\$75.00
		<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	M-----					1	\$75.00		0.00			
N 6	WCOV	03/12/22	03/12/22	Auburn Basketball Evryday Auburn Basketball Everyda	CM	Various	-----S-	:30	1	\$25.00	L-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	-----S-					1	\$25.00		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	03/07/22-03/13/22	Auburn Basketball Evryday	Various	-----Sa--	:30		(\$25.00)		0.00	NM		
		See MG 13.2, 13.3 [PROGRAM ENDED]													
N 7	WCOV	03/13/22	03/13/22	Su 10a-11a 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: 03/07/22	03/13/22	-----S					1	\$15.00		0.00			
N 8	WCOV	03/09/22	03/09/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$150.00	L-3	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: 03/07/22	03/13/22	--W----					1	\$150.00		0.00			
N 9	WCOV	03/10/22	03/10/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$150.00	L-3	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: 03/07/22	03/13/22	---T---					1	\$150.00		0.00			
N 10	WCOV	03/11/22	03/11/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$150.00	L-3	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: 03/07/22	03/13/22	----F--					1	\$150.00		0.00			
N 11	WCOV	03/14/22	03/14/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$150.00	L-3	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: 03/14/22	03/20/22	M-----					1	\$150.00		0.00			
N 12	WCOV	03/15/22	03/15/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	-T-----	:30	1	\$150.00	L-3	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: 03/14/22	03/20/22	-T-----					1	\$150.00		0.00			
N 13	WCOV	03/12/22	03/12/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	2	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	-----S-					1	\$100.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/22	03/13/22	-----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	03/07/22-03/13/22	Sat 9-930p Late News		CM	9p-930p	-----Sa--	:30		<del>(\$100.00)</del>		0.00	NM		
See MG 13.2, 13.3 [news will air late after fox sports]															
2	WCOV	03/07/22-03/13/22	M-SU 10p-1205a Late News		CM	10-1205a	-----Sa--	:30		\$100.00		0.00	NM		
Ⓜ MG for 6.1, 13.1															
3	WCOV	03/07/22-03/13/22	Sa 1030p-1130p		CM	10:30 PM-11:00 P	-----Sa--	:30		\$25.00		0.00	NM		
Ⓜ MG for 6.1, 13.1															
N 14	WCOV	03/13/22	03/13/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
Sun 9p-930p Late News 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:		03/07/22	03/13/22	-----S					1	\$150.00		0.00			
N 15	WCOV	03/12/22	03/12/22	FOX College Basketball	CM	5:30 PM-7:30 PM	-----S-	:30	2	\$75.00	L-4	0.00	NM	3	\$225.00
Big East Tournament Final (5:30 PM-7:30 PM) College Basketball: Big East Tournament Final															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/22	03/13/22	-----S-					2	\$75.00		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	03/07/22-03/13/22	FOX College Basketball Ga		CM	5:30 PM-7:30 PM	-----Sa--	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 15.3, 15.4, 15.5 [program not airing]															
2	WCOV	03/07/22-03/13/22	FOX College Basketball Ga		CM	5:30 PM-7:30 PM	-----Sa--	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 15.3, 15.4, 15.5 [program not airing]															
3	WCOV	03/07/22-03/13/22	FOX College Basketball Ga		CM	5:30 PM-7:30 PM	-----Sa--	:30		\$75.00		0.00	NM		
Ⓜ MG for 15.2, 15.1, 16.1															
4	WCOV	03/07/22-03/13/22	FOX College Basketball Ga		CM	5:30 PM-7:30 PM	-----Sa--	:30		\$75.00		0.00	NM		
Ⓜ MG for 15.2, 15.1, 16.1															
5	WCOV	03/07/22-03/13/22	FOX College Basketball Ga		CM	8:00 PM-10:00 PM	-----Sa--	:30		\$75.00		0.00	NM		
Ⓜ MG for 15.2, 15.1, 16.1															
N 16	WCOV	03/12/22	03/12/22	FOX College Basketball	CM	8:00 PM-10:00 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	0	\$0.00
PAC-12 Tournament Final (8:00 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/22	03/13/22	-----S-					1	\$75.00		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	03/07/22-03/13/22	FOX College Basketball Ga		CM	8:00 PM-10:00 PM	-----Sa--	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 15.3, 15.4, 15.5 [program not airing]															
N 17	WCOV	03/13/22	03/13/22	Nascar Race	CM	Various	-----S	:30	2	\$400.00	L-4	0.00	NM	2	\$800.00
NASCAR Cup-Phoenix															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/07/22	03/13/22	-----S					2	\$400.00		0.00			
													Totals	19	\$2,440.00