

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31648  
**Alt Order #:** 27676013  
**Product Desc:** 2022  
**Estimate:** 14093 POLITICAL ISSUE  
**Flight Dates:** 02/22/22 - 02/28/22  
**Original Date / Rev:** 02/10/22 / 02/10/22  
**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
01/31/22	02/27/22	23	\$1,555.00	\$1,321.75
02/28/22	02/28/22	4	\$205.00	\$174.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	23	\$1,555.00	\$1,321.75	0.00
March 2022	4	\$205.00	\$174.25	0.00
<b>Totals</b>	<b>27</b>	<b>\$1,760.00</b>	<b>\$1,496.00</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%	\$1,760.00
Market	100%	\$35,200.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$33,440.00
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	02/22/22	02/22/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	-T-----	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
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:		02/21/22	02/27/22	-T-----			1		\$35.00		0.00				
N 2	WCOV	02/23/22	02/23/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	--W----	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
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:		02/21/22	02/27/22	--W----			1		\$35.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	02/24/22	02/24/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	---T---	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
				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: 02/21/22	02/27/22	---T---		1		\$35.00		0.00					
N 4	WCOV	02/25/22	02/25/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	----F--	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
				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: 02/21/22	02/27/22	----F--		1		\$35.00		0.00					
N 5	WCOV	02/28/22	02/28/22	M-F 6a-7a The Score M-F 6a-7a The Score	CM	6a-7a	M-----	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
				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: 02/28/22	03/06/22	M-----		1		\$35.00		0.00					
N 6	WCOV	02/26/22	02/26/22	Auburn Basketball Evryd&M Auburn Basketball Everyda	CM	Various	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
				Auburn Basketball Everyday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/21/22	02/27/22	-----S-		1		\$25.00		0.00					
N 7	WCOV	02/27/22	02/27/22	Su 9a-10a Su 9a-10a	CM	9a-10a	-----S	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
				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: 02/21/22	02/27/22	-----S		1		\$10.00		0.00					
N 8	WCOV	02/22/22	02/22/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	-T-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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: 02/21/22	02/27/22	-T-----		1		\$100.00		0.00					
N 9	WCOV	02/23/22	02/23/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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: 02/21/22	02/27/22	--W----		1		\$100.00		0.00					
N 10	WCOV	02/24/22	02/24/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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: 02/21/22	02/27/22	---T---		1		\$100.00		0.00					
N 11	WCOV	02/25/22	02/25/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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: 02/21/22	02/27/22	----F--		1		\$100.00		0.00					
N 12	WCOV	02/28/22	02/28/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				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: 02/28/22	03/06/22	M-----		1		\$100.00		0.00					
N 13	WCOV	02/26/22	02/26/22	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
				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: 02/21/22	02/27/22	-----S-		1		\$50.00		0.00					
N 14	WCOV	02/27/22	02/27/22	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
				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: 02/21/22	02/27/22	-----S		1		\$100.00		0.00					
N 15	WCOV	02/22/22	02/22/22		CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 935p-1005p M-F 935p-1005p Andy											
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	-T-----	1	\$50.00	0.00								
N 16	WCOV	02/23/22	02/23/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	--W----	1	\$50.00	0.00								
N 17	WCOV	02/24/22	02/24/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	---T---	1	\$50.00	0.00								
N 18	WCOV	02/25/22	02/25/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	----F--	1	\$50.00	0.00								
N 19	WCOV	02/28/22	02/28/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/28/22	03/06/22	M-----	1	\$50.00	0.00								
N 20	WCOV	02/22/22	02/22/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI-T-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	-T-----	1	\$20.00	0.00								
N 21	WCOV	02/23/22	02/23/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI--W----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	--W----	1	\$20.00	0.00								
N 22	WCOV	02/24/22	02/24/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI---T---	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	---T---	1	\$20.00	0.00								
N 23	WCOV	02/25/22	02/25/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI----F--	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	----F--	1	\$20.00	0.00								
N 24	WCOV	02/28/22	02/28/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM (10:05 PM-10:35 PM)	PI-----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				Andy Griffith											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/28/22	03/06/22	M-----	1	\$20.00	0.00								
N 25	WCOV	02/26/22	02/26/22	FOX College Basketball FOX College Basketball Ga	CM	12:00 PM-2:00 PM (12:00 PM-2:00 PM)	PI-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				College Basketball: Butler @ Marquette (Big East)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	-----S-	1	\$75.00	0.00								
N 26	WCOV	02/26/22	02/26/22	FOX College Basketball FOX College Basketball Ga	CM	2:30 PM-4:30 PM (2:30 PM-4:30 PM)	PI-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				College Basketball: Seton Hall @ Xavier (Big East)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		02/21/22	02/27/22	-----S-	1	\$75.00	0.00								
N 27	WCOV	02/27/22	02/27/22		CM	Various	-----S	:30	1	\$400.00	L-4	0.00	NM	1	\$400.00

