

ORDER



WCOV-TV

Orders
Order / Rev: 31647
Alt Order #: 27676014
Product Desc: 2022
Estimate: 14092 POLITICAL ISSUE
Flight Dates: 02/15/22 - 02/21/22
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	02/21/22	27	\$2,485.00	\$2,112.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	27	\$2,485.00	\$2,112.25	0.00
Totals	27	\$2,485.00	\$2,112.25	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%	\$2,485.00
Market	100%	\$49,700.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$47,215.00
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	02/15/22	02/15/22	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:		02/14/22	02/20/22	-T-----			1		\$35.00		0.00				
N 2	WCOV	02/16/22	02/16/22	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:		02/14/22	02/20/22	--W----			1		\$35.00		0.00				
N 3	WCOV	02/17/22	02/17/22		CM	6a-7a	---T---	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WCOV	02/18/22	02/18/22	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:		02/14/22	02/20/22	---T---					1	\$35.00		0.00			
N 5	WCOV	02/21/22	02/21/22	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:		02/14/22	02/20/22	----F--					1	\$35.00		0.00			
N 6	WCOV	02/19/22	02/19/22	Auburn Basketball Evryday 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:		02/14/22	02/20/22	-----S-					1	\$25.00		0.00			
N 7	WCOV	02/20/22	02/20/22	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:		02/14/22	02/20/22	-----S					1	\$10.00		0.00			
N 8	WCOV	02/15/22	02/15/22	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:		02/14/22	02/20/22	-T-----					1	\$100.00		0.00			
N 9	WCOV	02/16/22	02/16/22	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:		02/14/22	02/20/22	--W----					1	\$100.00		0.00			
N 10	WCOV	02/17/22	02/17/22	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:		02/14/22	02/20/22	---T---					1	\$100.00		0.00			
N 11	WCOV	02/18/22	02/18/22	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:		02/14/22	02/20/22	----F--					1	\$100.00		0.00			
N 12	WCOV	02/21/22	02/21/22	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:		02/21/22	02/27/22	M-----					1	\$100.00		0.00			
N 13	WCOV	02/19/22	02/19/22	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:		02/14/22	02/20/22	-----S-					1	\$50.00		0.00			
N 14	WCOV	02/20/22	02/20/22	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
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:		02/14/22	02/20/22	-----S					1	\$100.00		0.00			
N 15	WCOV	02/15/22	02/15/22		CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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				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:		02/14/22	02/20/22	-T-----	1	\$50.00	0.00								
N 16	WCOV	02/16/22	02/16/22	M-F 935p-1005p	CM	935p-1005p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/14/22	02/20/22	--W----	1	\$50.00	0.00								
N 17	WCOV	02/17/22	02/17/22	M-F 935p-1005p	CM	935p-1005p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/14/22	02/20/22	---T---	1	\$50.00	0.00								
N 18	WCOV	02/18/22	02/18/22	M-F 935p-1005p	CM	935p-1005p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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:		02/14/22	02/20/22	----F--	1	\$50.00	0.00								
N 19	WCOV	02/21/22	02/21/22	M-F 935p-1005p	CM	935p-1005p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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	M-----	1	\$50.00	0.00								
N 20	WCOV	02/15/22	02/15/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI-T-----		:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p	(10:05 PM-10:35 PM)										
				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	-T-----	1	\$20.00	0.00								
N 21	WCOV	02/16/22	02/16/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI--W----		:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p	(10:05 PM-10:35 PM)										
				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	--W----	1	\$20.00	0.00								
N 22	WCOV	02/17/22	02/17/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI---T---		:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p	(10:05 PM-10:35 PM)										
				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	---T---	1	\$20.00	0.00								
N 23	WCOV	02/18/22	02/18/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI----F--		:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p	(10:05 PM-10:35 PM)										
				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	----F--	1	\$20.00	0.00								
N 24	WCOV	02/21/22	02/21/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PIM-----		:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
				M-F 1005p-1105p	(10:05 PM-10:35 PM)										
				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	M-----	1	\$20.00	0.00								
N 25	WCOV	02/19/22	02/19/22	FOX College Basketball	CM	1:30 PM-3:30 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				FOX College Basketball Ga	(1:30 PM-3:30 PM)										
				College Basketball: Illinois @ Michigan St. (Big Ten)											
		<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	-----S-	1	\$75.00	0.00								
N 26	WCOV	02/20/22	02/20/22	Nascar Race	CM	Various	-----S	:30	2	\$600.00	L-4	0.00	NM	2	\$1,200.00
				Nascar Race											
				Daytona 500											
		<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	-----S	2	\$600.00	0.00								

Totals 27 \$2,485.00