

ORDER



WCOV-TV

Orders
Order / Rev: 31647
Alt Order #: 27676014
Product Desc: 2022
Estimate: 14092
Flight Dates: 02/15/22 - 02/22/22
Original Date / Rev: 02/10/22 / 02/17/22
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	02/22/22	29	\$2,485.00	\$2,112.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	29	\$2,485.00	\$2,112.25	0.00
Totals	29	\$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

Order Share	Share	Total
WCOV-TV	5%	\$2,485.00
Market	100%	\$49,700.00

Competitive Share

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	02/16/22	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 2	WCOV	02/17/22	02/17/22	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 3	WCOV	02/18/22	02/18/22		CM	6a-7a	----F--	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00

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N 4	WCOV	02/21/22	02/21/22	M-F 6a-7a The Score The Score (local sports show)	CM	6a-7a	M-----	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
		<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 5	WCOV	02/22/22	02/22/22	M-F 6a-7a The Score The Score (local sports show)	CM	6a-7a	-T-----	:30	1	\$35.00	L-2	0.00	NM	1	\$35.00
		<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	\$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
		<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 Fox News Sunday	CM	9a-10a	-----S	:30	1	\$10.00	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: 02/14/22	02/20/22	-----S					1	\$10.00		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	02/14/22-02/20/22	Su 9a-10a		9a-10a	-----Su	:30		(\$10.00)		0.00	NM		
				See MG 14.2,14.3,14.4,14.5 [program not airing in this tp]											
N 8	WCOV	02/16/22	02/16/22	M-F 9p-935p Late News Wcov 9 O'Clock Local News	CM	9p-935p	--W----	: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: 02/14/22	02/20/22	--W----					1	\$100.00		0.00			
N 9	WCOV	02/17/22	02/17/22	M-F 9p-935p Late News Wcov 9 O'Clock Local News	CM	9p-935p	---T---	: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: 02/14/22	02/20/22	---T---					1	\$100.00		0.00			
N 10	WCOV	02/18/22	02/18/22	M-F 9p-935p Late News Wcov 9 O'Clock Local News	CM	9p-935p	----F--	:30	1	\$100.00	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: 02/14/22	02/20/22	----F--					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	02/14/22-02/20/22	M-F 9p-935p Late News		9p-935p	----F--	:30		(\$100.00)		0.00	NM		
				See MG 10.2,10.3 [na]											
	2	WCOV	02/17/22-02/18/22	M-F 630p-7p Extra		630p-7p	---ThF---	:30		\$50.00		0.00	NM		
				MG for 10.1 02/18											
	3	WCOV	02/17/22-02/18/22	M-F 630p-7p Extra		630p-7p	---ThF---	:30		\$50.00		0.00	NM		
				MG for 10.1 02/18											
N 11	WCOV	02/21/22	02/21/22	M-F 9p-935p Late News Wcov 9 O'Clock Local News	CM	9p-935p	M-----	: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: 02/21/22	02/27/22	M-----					1	\$100.00		0.00			
N 12	WCOV	02/22/22	02/22/22	M-F 9p-935p Late News Wcov 9 O'Clock Local News	CM	9p-935p	-T-----	: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: 02/21/22	02/27/22	-T-----					1	\$100.00		0.00			

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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	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: 02/21/22	02/27/22	-T-----		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	02/14/22-02/20/22	Sat 9-930p Late News	9p-930p	-----Sa--	:30		(\$50.00)		0.00	NM		
				See MG 14.2,14.3,14.4,14.5 [na]											
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	4	\$160.00
		<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			
		<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	02/14/22-02/20/22	Sun 9-930p Late News	9p-930p	-----Su	:30		(\$100.00)		0.00	NM		
				See MG 14.2,14.3,14.4,14.5 [na]											
		2	WCOV	02/14/22-02/20/22	Sat 9-930p Late News	9p-930p	-----Sa--	:30		\$100.00		0.00	NM		
				Ⓜ MG for 7.1,14.1,13.1											
		3	WCOV	02/14/22-02/20/22	Sa 930p-10p	930p-10p	-----Sa--	:30		\$25.00		0.00	NM		
				Ⓜ MG for 7.1,14.1,13.1											
		4	WCOV	02/14/22-02/20/22	Su 930p-10p	930p-10p	-----Su	:30		\$25.00		0.00	NM		
				Ⓜ MG for 7.1,14.1,13.1											
		5	WCOV	02/14/22-02/20/22	Sa 11p-12a	11p-12a	-----Sa--	:30		\$10.00		0.00	NM		
				Ⓜ MG for 7.1,14.1,13.1											
N 15	WCOV	02/16/22	02/16/22	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
		<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			
		Andy Griffith													
N 16	WCOV	02/17/22	02/17/22	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
		<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			
		Andy Griffith													
N 17	WCOV	02/18/22	02/18/22	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
		<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			
		Andy Griffith													
N 18	WCOV	02/21/22	02/21/22	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
		<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			
		Andy Griffith													
N 19	WCOV	02/22/22	02/22/22	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
		<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			
		Andy Griffith													
N 20	WCOV	02/16/22	02/16/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI	--W----	: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: 02/14/22	02/20/22	--W----		1				\$20.00		0.00			
		Andy Griffith													
N 21	WCOV	02/17/22	02/17/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI	---T---	: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: 02/14/22	02/20/22	---T---		1				\$20.00		0.00			
		Andy Griffith													

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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:		02/14/22	02/20/22	---T---					1	\$20.00		0.00			
N 22	WCOV	02/18/22	02/18/22	M-F 1005p-1105p M-F 1005p-1105p	CM	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:		02/14/22	02/20/22	----F--					1	\$20.00		0.00			
N 23	WCOV	02/21/22	02/21/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM	PIM-----	: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	M-----					1	\$20.00		0.00			
N 24	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 25	WCOV	02/19/22	02/19/22	FOX College Basketball FOX College Basketball Ga	CM	1:30 PM-3:30 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
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 Nascar Race	CM	Various	-----S	:30	2	\$600.00	L-4	0.00	NM	2	\$1,200.00
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			
<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	02/14/22-02/20/22	Nascar Race		Various		-----Su	:30	(\$600.00)	0.00	NM				
See MG 26.3,26.4															
2	WCOV	02/14/22-02/20/22	Nascar Race		Various		-----Su	:30	(\$600.00)	0.00	NM				
See MG 26.3,26.4															
3	WCOV	02/14/22-02/20/22	Nascar Race		Various		-----Su	:30	\$600.00	0.00	NM				
Ⓜ MG for 26.1,26.2															
4	WCOV	02/14/22-02/20/22	Nascar Race		Various		-----Su	:30	\$600.00	0.00	NM				
Ⓜ MG for 26.1,26.2															
Totals													29	\$2,485.00	