

ORDER



WCOV-TV

Orders
Order / Rev: 31648
Alt Order #: 27676013
Product Desc: 2022
Estimate: 14093
Flight Dates: 02/22/22 - 03/01/22
Original Date / Rev: 02/22/22 / 02/22/22
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	21	\$1,500.00	\$1,275.00
02/28/22	03/01/22	7	\$360.00	\$306.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	21	\$1,500.00	\$1,275.00	0.00
March 2022	7	\$360.00	\$306.00	0.00
Totals	28	\$1,860.00	\$1,581.00	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%	\$1,860.00
Market	100%	\$37,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$35,340.00
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
1	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					
2	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					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	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					
4	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					
5	WCOV	03/01/22	03/01/22	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: 02/28/22	03/06/22	-T-----		1		\$35.00		0.00					
6	WCOV	02/26/22	02/26/22	Auburn Basketball Evryday Auburn Basketball Evryday	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					
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					
8	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					
9	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					
10	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					
11	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 12	WCOV	03/01/22	03/01/22	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: 02/28/22	03/06/22	-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	02/28/22-03/06/22	M-F 9p-935p Late News		9p-935p	-T-----	:30		(\$100.00)	0.00	NM			
				See MG 12.2											
				[news will air late after st of union]											
	2	WCOV	03/01/22-03/01/22	M-SU 930-1005PM Late New		930-1005p	-T-----	:30		\$100.00	0.00	NM			
				MG for 12.1 03/01											
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					

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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
		<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			
		Fox News @ 9													
15	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
		<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			
		Andy Griffith													
16	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
		<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													
17	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
		<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			
		Andy Griffith													
18	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
		<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			
		Andy Griffith													
N 19	WCOV	03/01/22	03/01/22	M-F 935p-1005p M-F 935p-1005p Andy	CM	935p-1005p	-T-----	: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: 02/28/22	03/06/22	-T-----		1				\$50.00		0.00			
		Andy Griffith													
		<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	02/28/22-03/06/22	M-F 935p-1005p		935p-1005p		-T-----	:30	(\$50.00)	0.00	NM		
		Credited													
20	WCOV	02/23/22	02/23/22	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: 02/21/22	02/27/22	--W----		1				\$20.00		0.00			
		Andy Griffith													
21	WCOV	02/24/22	02/24/22	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: 02/21/22	02/27/22	---T---		1				\$20.00		0.00			
		Andy Griffith													
22	WCOV	02/25/22	02/25/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI	----F--	: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: 02/21/22	02/27/22	----F--		1				\$20.00		0.00			
		Andy Griffith													
23	WCOV	02/28/22	02/28/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PI	M-----	: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: 02/28/22	03/06/22	M-----		1				\$20.00		0.00			
		Andy Griffith													
24	WCOV	03/01/22	03/01/22	M-F 1005p-1105p M-F 1005p-1105p (10:05 PM-10:35 PM)	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: 02/28/22	03/06/22	-T-----		1				\$20.00		0.00			
		Andy Griffith													
25	WCOV	02/26/22	02/26/22		CM	12:00 PM-2:00 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FOX College Basketball C											
				FOX College Basketball Ga											
				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			
26	WCOV	02/26/22	02/26/22	FOX College Basketball CM	CM	2:30 PM-4:30 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				FOX College Basketball Ga											
				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			
27	WCOV	02/27/22	02/27/22	Nascar Race	CM	Various	-----S	:30	1	\$400.00	L-4	0.00	NM	1	\$400.00
				Nascar Race											
				NASCAR Cup-Fontana											
		<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				\$400.00		0.00			
N28	WCOV	02/26/22	02/26/22	FOX College Basketball CM	CM	12:00 PM-2:00 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				FOX College Basketball Ga		(12:00 PM-2:00 PM)									
		<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			
N29	WCOV	02/26/22	02/26/22	FOX College Basketball CM	CM	2:30 PM-4:30 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				FOX College Basketball Ga		(2:30 PM-4:30 PM)									
		<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			
													Totals	28	\$1,860.00