

# ORDER



**Orders**  
**Order / Rev:** 31648  
**Alt Order #:** 27676013  
**Product Desc:** 2022  
**Estimate:** 14093  
**Flight Dates:** 02/22/22 - 03/01/22  
**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
01/31/22	02/27/22	22	\$1,520.00	\$1,292.00
02/28/22	03/01/22	5	\$240.00	\$204.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	22	\$1,520.00	\$1,292.00	0.00
March 2022	5	\$240.00	\$204.00	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
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					

Order / Rev: 31648  
 Alt Order #: 27676013  
 Flight Dates: 02/22/22 - 03/01/22

Advertiser: Political - Alabama Conservative Fund  
 Product Desc: 2022  
 Estimate: 14093

WCOV-TV

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 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			
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	\$15.00
				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			
	<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	02/21/22-02/27/22	Su 9a-10a		9a-10a	-----Su	:30		<del>(\$10.00)</del>		0.00	NM		
				See MG 7.2 [PROGRAM NOT AIRING IN THIS TP]											
	2	WCOV	02/21/22-02/27/22	Su 10a-11a		10a-11a	-----Su	:30		\$15.00		0.00	NM		
				MG for 7.1 02/27											
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	0	\$0.00
				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			

Order / Rev: 31648  
 Alt Order #: 27676013  
 Flight Dates: 02/22/22 - 03/01/22

Advertiser: Political - Alabama Conservative Fund  
 Product Desc: 2022  
 Estimate: 14093

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<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		
		Credited													
13	WCOV	02/26/22	02/26/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Fox News @ 9													
Week:		02/21/22	02/27/22	-----S-					1	\$50.00		0.00			
14	WCOV	02/27/22	02/27/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		Fox News @ 9													
Week:		02/21/22	02/27/22	-----S					1	\$100.00		0.00			
15	WCOV	02/23/22	02/23/22	M-F 935p-1005p	CM	935p-1005p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
Week:		02/21/22	02/27/22	--W----					1	\$50.00		0.00			
16	WCOV	02/24/22	02/24/22	M-F 935p-1005p	CM	935p-1005p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
Week:		02/21/22	02/27/22	---T---					1	\$50.00		0.00			
17	WCOV	02/25/22	02/25/22	M-F 935p-1005p	CM	935p-1005p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
Week:		02/21/22	02/27/22	----F--					1	\$50.00		0.00			
18	WCOV	02/28/22	02/28/22	M-F 935p-1005p	CM	935p-1005p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Andy Griffith													
Week:		02/28/22	03/06/22	M-----					1	\$50.00		0.00			
19	WCOV	03/01/22	03/01/22	M-F 935p-1005p	CM	935p-1005p	-T-----	:30	1	\$50.00	L-4	0.00	NM	0	\$0.00
		Andy Griffith													
Week:		02/28/22	03/06/22	-T-----					1	\$50.00		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 935p-1005p			935p-1005p	-T-----	:30		(\$50.00)		0.00	NM		
		Credited													
20	WCOV	02/23/22	02/23/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI	--W----	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
Week:		02/21/22	02/27/22	--W----					1	\$20.00		0.00			
21	WCOV	02/24/22	02/24/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI	---T---	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
Week:		02/21/22	02/27/22	---T---					1	\$20.00		0.00			
22	WCOV	02/25/22	02/25/22	M-F 1005p-1105p	CM	10:05 PM-10:35 PI	----F--	:30	1	\$20.00	L-4	0.00	NM	1	\$20.00
		Andy Griffith													
Week:		02/21/22	02/27/22	----F--					1	\$20.00		0.00			

Order / Rev: 31648  
 Alt Order #: 27676013  
 Flight Dates: 02/22/22 - 03/01/22

Advertiser: Political - Alabama Conservative Fund  
 Product Desc: 2022  
 Estimate: 14093

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	WCOV	02/28/22	02/28/22	M-F 1005p-1105p M-F 1005p-1105p	CM	10:05 PM-10:35 PM	-----	: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		
24	WCOV	02/26/22	02/26/22	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----S-	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
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	-----S-			1			\$15.00			0.00		
25	WCOV	02/26/22	02/26/22	FOX College Basketball Ga FOX College Basketball Ga	CM	12:00 PM-2:00 PM	-----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		
26	WCOV	02/26/22	02/26/22	FOX College Basketball Ga FOX College Basketball Ga	CM	2:30 PM-4:30 PM	-----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		
27	WCOV	02/27/22	02/27/22	Nascar Race Nascar Race	CM	Various	-----S	:30	1	\$400.00	L-4	0.00	NM	1	\$400.00
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		
28	WCOV	02/26/22	02/26/22	FOX College Basketball Ga FOX College Basketball Ga	CM	12:00 PM-2:00 PM (12:00 PM-2:00 PM)	-----S-	:30	1	\$75.00	L-4	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:		02/21/22	02/27/22	-----S-			1			\$75.00			0.00		
29	WCOV	02/26/22	02/26/22	FOX College Basketball Ga FOX College Basketball Ga	CM	2:30 PM-4:30 PM (2:30 PM-4:30 PM)	-----S-	:30	1	\$75.00	L-4	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:		02/21/22	02/27/22	-----S-			1			\$75.00			0.00		
Totals													27	\$1,760.00	