

ORDER



WCOV-TV

Orders
Order / Rev: 31602
Alt Order #: 27671473
Product Desc: AL-GOV 2022
Estimate: 2006 POLITICAL CANDIDATE
Flight Dates: 02/08/22 - 02/21/22
Original Date / Rev: 02/17/22 / 02/17/22
Order Type: GENERAL

Primary AE: Jenna Nubar
Sales Office: WASH
Sales Region: NAT

Agency
Name: Flex Point Media, Inc
Buying Contact:
Billing Contact:
 PO Box 1051
 New Albany, OH 43054

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Political - Kay Ivey For Governor
Demographic: A18+
Product Codes: PL1
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: L-4

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/31/22	02/21/22	15	\$1,150.00	\$977.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	15	\$1,150.00	\$977.50	0.00
Totals	15	\$1,150.00	\$977.50	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%	\$1,150.00
Market	100%	\$23,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$21,850.00
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	02/08/22	02/08/22	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: 02/07/22	02/13/22	-T-----		1		\$100.00		0.00					
2	WCOV	02/09/22	02/09/22	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: 02/07/22	02/13/22	--W----		1		\$100.00		0.00					
3	WCOV	02/11/22	02/11/22		CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00

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Advertiser: Political - Kay Ivey For Governor
 Product Desc: AL-GOV 2022
 Estimate: 2006 POLITICAL CANDIDATE

WCOV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		M-F 9p-935p Late News													
		M-F 9p-935p Late News													
		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: 02/07/22	02/13/22	----F--		1				\$100.00		0.00			
4	WCOV	02/15/22	02/15/22	M-F 9p-935p Late News	CM	9p-935p	-T-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		M-F 9p-935p Late News													
		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			
5	WCOV	02/18/22	02/18/22	M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		M-F 9p-935p Late News													
		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			
6	WCOV	02/12/22	02/12/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		Sat 9p-930p Late News													
		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: 02/07/22	02/13/22	-----S-		1				\$50.00		0.00			
8	WCOV	02/13/22	02/13/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		Sun 9p-930p Late News													
		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: 02/07/22	02/13/22	-----S		1				\$100.00		0.00			
N 9	WCOV	02/20/22	02/20/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		Sun 9p-930p Late News													
		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				\$150.00		0.00			
10	WCOV	02/09/22	02/09/22	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: 02/07/22	02/13/22	--W----		1				\$50.00		0.00			
11	WCOV	02/14/22	02/14/22	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: 02/14/22	02/20/22	M-----		1				\$50.00		0.00			
12	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			
13	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			
14	WCOV	02/15/22	02/18/22	M-F 935p-1005p	CM	935p-1005p	-T-TF--	:30	3	\$50.00	L-4	0.00	NM	3	\$150.00
		M-F 935p-1005p Andy													
		<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-TF--		3				\$50.00		0.00			
													Totals	15	\$1,150.00