

**ORDER****WCOV-TV**

**Orders**  
**Order / Rev:** 31753  
**Alt Order #:** 27683491  
**Product Desc:** TV  
**Estimate:** 6487 POLITICAL CANDIDATE  
**Flight Dates:** 03/01/22 - 04/03/22  
**Original Date / Rev:** 02/25/22 / 02/25/22  
**Order Type:** GENERAL

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

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

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

**Advertiser Name:** Political - Whatley for AL  
**Demographic:** A50+  
**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
02/28/22	03/27/22	11	\$1,035.00	\$879.75
03/28/22	03/28/22	1	\$150.00	\$127.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	11	\$1,035.00	\$879.75	0.00
April 2022	1	\$150.00	\$127.50	0.00
<b>Totals</b>	<b>12</b>	<b>\$1,185.00</b>	<b>\$1,007.25</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%	\$1,185.00
Market	100%	\$23,700.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$22,515.00
WAKA	0%	\$0.00
WNCN	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	03/06/22	03/27/22	Su 10a-11a	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	4	\$60.00
Fox News Sunday COMMENTS APPLY TO SUB LINES A THRU A 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:	02/28/22	03/06/22	-----S		1				\$15.00		0.00			
	Week:	03/07/22	03/13/22	-----S		1				\$15.00		0.00			
	Week:	03/14/22	03/20/22	-----S		1				\$15.00		0.00			
	Week:	03/21/22	03/27/22	-----S		1				\$15.00		0.00			
N 2	WCOV	03/07/22	03/25/22		CM	9p-935p	MTWTF--	:30	1	\$150.00	L-3	0.00	NM	3	\$450.00

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Flight Dates: 03/01/22 - 04/03/22

Advertiser: Political - Whatley for AL  
Product Desc: TV  
Estimate: 6487 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															
COMMENTS APPLY TO SUB LINES A THRU A															
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:	03/07/22	03/13/22	MTWTF--						1	\$150.00		0.00			
Week:	03/14/22	03/20/22	MTWTF--						1	\$150.00		0.00			
Week:	03/21/22	03/27/22	MTWTF--						1	\$150.00		0.00			
N 3	WCOV	03/13/22	03/27/22	Sun 9-930p Late News CM		9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	2	\$300.00
Sun 9p-930p Late News															
COMMENTS APPLY TO SUB LINES A THRU B															
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:	03/07/22	03/13/22	-----S						1	\$150.00		0.00			
Week:	03/14/22	03/20/22	-----						0	\$0.00		0.00			
Week:	03/21/22	03/27/22	-----S						1	\$150.00		0.00			
N 4	WCOV	03/12/22	03/12/22	FOX College Basketball CM		8:00 PM-10:00 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
FOX College Basketball Ga (8:00 PM-10:00 PM)															
COMMENTS APPLY TO SUB LINES A THRU A															
PAC-12 Tournament Final															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	03/07/22	03/13/22	-----S-						1	\$75.00		0.00			
N 5	WCOV	03/01/22	03/04/22	M-F 9p-935p Late News CM		9p-935p	-TWTF--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
M-F 9p-935p Late News															
COMMENTS APPLY TO SUB LINES A THRU A															
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	-TWTF--						1	\$150.00		0.00			
N 6	WCOV	03/28/22	03/28/22	M-F 9p-935p Late News CM		9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
M-F 9p-935p Late News															
COMMENTS APPLY TO SUB LINES A THRU A															
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:	03/28/22	04/03/22	M-----						1	\$150.00		0.00			
Totals														12	\$1,185.00