

# ORDER



**Orders**  
**Order / Rev:** 32193  
**Alt Order #:** 27760264  
**Product Desc:** TV  
**Estimate:** 6515  
**Flight Dates:** 04/04/22 - 05/01/22  
**Original Date / Rev:** 04/01/22 / 04/01/22  
**Order Type:** GENERAL

**Primary AE:** Christopher Lynch  
**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
03/28/22	04/24/22	14	\$1,545.00	\$1,313.25
04/25/22	05/01/22	2	\$165.00	\$140.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	14	\$1,545.00	\$1,313.25	0.00
May 2022	2	\$165.00	\$140.25	0.00
<b>Totals</b>	<b>16</b>	<b>\$1,710.00</b>	<b>\$1,453.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Lynch			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	04/10/22	05/01/22	Su 10a-11a Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S		1				\$15.00		0.00			
		Week: 04/11/22	04/17/22	-----S		1				\$15.00		0.00			
		Week: 04/18/22	04/24/22	-----S		1				\$15.00		0.00			
		Week: 04/25/22	05/01/22	-----S		1				\$15.00		0.00			
N 2	WCOV	04/04/22	04/29/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	MTWTF--	:30	1	\$150.00	L-3	0.00	NM	6	\$900.00
		COMMENTS APPLY TO SUB LINES A THRU C 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: 04/04/22	04/10/22	-TWTF--		1				\$150.00		0.00			
		Week: 04/11/22	04/17/22	MTWTF--		2				\$150.00		0.00			
		Week: 04/18/22	04/24/22	MTWTF--		2				\$150.00		0.00			
		Week: 04/25/22	05/01/22	MTWTF--		1				\$150.00		0.00			
N 3	WCOV	04/09/22	04/23/22	Sat 9-930p Late News Sat 9p-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	3	\$300.00
		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>			

Order / Rev: 32193  
 Alt Order #: 27760264  
 Flight Dates: 04/04/22 - 05/01/22

Advertiser: Political - Whatley for AL  
 Product Desc: TV  
 Estimate: 6515  
 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: 04/04/22	04/10/22	-----S-					1	\$100.00		0.00			
		Week: 04/11/22	04/17/22	-----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>		
2	WCOV	04/11/22-04/17/22		Sat 9-930p Late News		9p-930p			-----Sa--	:30	<del>(\$100.00)</del>	0.00	NM		
See MG 3.4															
[NEWS WILL AIR LATE AFTER USFL]															
4	WCOV	04/11/22-04/17/22		M-SU 930-1005PM Late New		930-1005p			-----Sa--	:30	\$100.00	0.00	NM		
Ⓜ MG for 3.2 04/16															
		Week: 04/18/22	04/24/22	-----S-					1	\$100.00		0.00			
N 4	WCOV	04/10/22	04/24/22	Sun 9-930p Late News	CM	9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	3	\$450.00
Sun 9p-930p 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: 04/04/22	04/10/22	-----S					1	\$150.00		0.00			
		Week: 04/11/22	04/17/22	-----S					1	\$150.00		0.00			
		Week: 04/18/22	04/24/22	-----S					1	\$150.00		0.00			
													Totals	16	\$1,710.00