

ORDER

WCOV-TV

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 |
| Totals | 16 | \$1,710.00 | \$1,453.50 | 0.00 |

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 | CM | 10a-11a | -----S | :30 | 1 | \$15.00 | L-4 | 0.00 | NM | 4 | \$60.00 |
| 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: 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 | CM | 9p-935p | MTWTF-- | :30 | 1 | \$150.00 | L-3 | 0.00 | NM | 6 | \$900.00 |
| M-F 9p-935p Late News | | | | | | | | | | | | | | | |
| 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 | CM | 9p-930p | -----S- | :30 | 1 | \$100.00 | L-3 | 0.00 | NM | 3 | \$300.00 |
| Sat 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> | | | |

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 | | (\$100.00) | | 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 | |