

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															
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>			

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Advertiser: Political - Whatley for AL
 Product Desc: TV
 Estimate: 6515

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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			
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