

**ORDER**

WCOV-TV

**Orders**  
**Order / Rev:** 32411  
**Alt Order #:** 27777608  
**Product Desc:** TV  
**Estimate:** 6568 POLITICAL CANDIDATE  
**Flight Dates:** 05/04/22 - 05/24/22  
**Original Date / Rev:** 05/04/22 / 05/04/22  
**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
04/25/22	05/23/22	25	\$2,895.00	\$2,460.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	25	\$2,895.00	\$2,460.75	0.00
<b>Totals</b>	<b>25</b>	<b>\$2,895.00</b>	<b>\$2,460.75</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	05/08/22	05/08/22	Su 10a-11a Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	-----S					1	\$15.00		0.00			
N 2	WCOV	05/15/22	05/15/22	Su 10a-11a Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S					1	\$15.00		0.00			
N 3	WCOV	05/22/22	05/22/22	Su 10a-11a Fox News Sunday	CM	10a-11a	-----S	:30	1	\$15.00	L-4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	-----S					1	\$15.00		0.00			
N 4	WCOV	05/05/22	05/09/22	M-F 6p-630p DM M-F 6p-630p Daily Mail	CM	6p-630p	M--TF--	:30	2	\$50.00	L-4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	---TF--					2	\$50.00		0.00			
		Week: 05/09/22	05/15/22	M-----					1	\$50.00		0.00			
N 5	WCOV	05/05/22	05/05/22	9p-935p	CM	9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

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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: 05/02/22	05/08/22	---T---					1	\$150.00		0.00			
N 6	WCOV	05/06/22	05/06/22	M-F 9p-935p Late News CM		9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/02/22	05/08/22	----F--					1	\$150.00		0.00			
N 7	WCOV	05/09/22	05/09/22	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											
				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: 05/09/22	05/15/22	M-----					1	\$150.00		0.00			
N 8	WCOV	05/10/22	05/10/22	M-F 9p-935p Late News CM		9p-935p	-T-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/09/22	05/15/22	-T-----					1	\$150.00		0.00			
N 9	WCOV	05/11/22	05/11/22	M-F 9p-935p Late News CM		9p-935p	--W----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/09/22	05/15/22	--W----					1	\$150.00		0.00			
N 10	WCOV	05/12/22	05/12/22	M-F 9p-935p Late News CM		9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/09/22	05/15/22	---T---					1	\$150.00		0.00			
N 11	WCOV	05/13/22	05/13/22	M-F 9p-935p Late News CM		9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/09/22	05/15/22	----F--					1	\$150.00		0.00			
N 12	WCOV	05/16/22	05/16/22	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											
				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: 05/16/22	05/22/22	M-----					1	\$150.00		0.00			
N 13	WCOV	05/17/22	05/17/22	M-F 9p-935p Late News CM		9p-935p	-T-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/16/22	05/22/22	-T-----					1	\$150.00		0.00			
N 14	WCOV	05/18/22	05/18/22	M-F 9p-935p Late News CM		9p-935p	--W----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/16/22	05/22/22	--W----					1	\$150.00		0.00			
N 15	WCOV	05/19/22	05/19/22	M-F 9p-935p Late News CM		9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/16/22	05/22/22	---T---					1	\$150.00		0.00			
N 16	WCOV	05/20/22	05/20/22	M-F 9p-935p Late News CM		9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				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: 05/16/22	05/22/22	----F--					1	\$150.00		0.00			
N 17	WCOV	05/23/22	05/23/22		CM	9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

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				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:		05/23/22	05/29/22	M-----					1	\$150.00		0.00			
N 18	WCOV	05/07/22	05/07/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
				Sat 9p-930p 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:		05/02/22	05/08/22	-----S-					1	\$100.00		0.00			
N 19	WCOV	05/14/22	05/14/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
				Sat 9p-930p 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:		05/09/22	05/15/22	-----S-					1	\$100.00		0.00			
N 20	WCOV	05/21/22	05/21/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
				Sat 9p-930p 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:		05/16/22	05/22/22	-----S-					1	\$100.00		0.00			
N 21	WCOV	05/08/22	05/08/22	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											
				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:		05/02/22	05/08/22	-----S					1	\$150.00		0.00			
N 22	WCOV	05/15/22	05/15/22	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											
				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:		05/09/22	05/15/22	-----S					1	\$150.00		0.00			
N 23	WCOV	05/22/22	05/22/22	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											
				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:		05/16/22	05/22/22	-----S					1	\$150.00		0.00			
													Totals	25	\$2,895.00