

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	Primary AE: Christopher Lynch
	Original Date / Rev:	05/04/22 / 05/10/22	Sales Office: WASH
	Order Type:	GENERAL	Sales Region: NAT
Agency	Name:	Strategic Media Placement	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		7669 Stagers Loop	Billing Cycle: EOM/EOC
		Delaware, OH 43015	Agency Commission: 15%
Advertiser	Name:	Political - Whatley for AL	
	Demographic:	A50+	New Business End:
	Product Codes:	PL1	Advertiser External ID:
	Revenue Code 1:	AGY	Agency External ID:
	Revenue Code 2:	POL	Unit Code: General
	Revenue Code 3:	CAND	Order Separation: 00:15:00
	Priority:	L-4	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/23/22	26	\$2,895.00	\$2,460.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	26	\$2,895.00	\$2,460.75	0.00
Totals	26	\$2,895.00	\$2,460.75	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	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
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: 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
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: 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
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: 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
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 ---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		CM	9p-935p	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00

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 NewsCM		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 NewsCM		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 NewsCM		9p-935p	-T-----	:30	1	\$150.00	L-3	0.00	NM	2	\$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						
<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>				
1	WCOV	05/09/22-05/15/22	M-F 9p-935p Late News	9p-935p		-T-----	:30		(\$150.00)	0.00	NM				
See MG 8.2,8.3															
[uncleared cash in advance]															
2	WCOV	05/12/22-05/13/22	M-F 6a-7a The Score	6a-7a		---ThF----	:30		\$75.00	0.00	NM				
Ⓜ MG for 8.1 05/10															
3	WCOV	05/12/22-05/13/22	M-F 6a-7a The Score	6a-7a		---ThF----	:30		\$75.00	0.00	NM				
Ⓜ MG for 8.1 05/10															
N 9	WCOV	05/11/22	05/11/22	M-F 9p-935p Late NewsCM		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 NewsCM		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 NewsCM		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 NewsCM		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 NewsCM		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 NewsCM		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 NewsCM		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											

Order / Rev: 32411
 Alt Order #: 27777608
 Flight Dates: 05/04/22 - 05/24/22

Advertiser: Political - Whatley for AL
 Product Desc: TV
 Estimate: 6568 POLITICAL CANDIDATE

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:		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 NewsCM M-F 9p-935p Late News		9p-935p	----F--	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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	M-F 9p-935p Late NewsCM M-F 9p-935p Late News		9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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 Sat 9p-930p Late News		9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		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 Sat 9p-930p Late News		9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		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 Sat 9p-930p Late News		9p-930p	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		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 Sun 9p-930p Late News		9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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 Sun 9p-930p Late News		9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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 Sun 9p-930p Late News		9p-930p	-----S	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		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	26	\$2,895.00