

ORDER



WCOV-TV

Orders
Order / Rev: 31739
Alt Order #: 27682205
Product Desc: ORDR
Estimate: 304310 POLITICAL ISSUE
Flight Dates: 03/04/22 - 03/10/22
Original Date / Rev: 03/08/22 / 03/08/22
Order Type: GENERAL

Primary AE: Jenna Nubar
Sales Office: WASH
Sales Region: NAT

Agency Name: Del Cielo Media LLC
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Political - Alabama Patriots PAC
Demographic: A35+
Product Codes: PL2
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
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
02/28/22	03/10/22	17	\$1,275.00	\$1,083.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	17	\$1,275.00	\$1,083.75	0.00
Totals	17	\$1,275.00	\$1,083.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jenna Nubar			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WCOV-TV	5%	\$1,275.00
Market	100%	\$25,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$24,225.00
WAKA	0%	\$0.00
WNCF	0%	\$0.00
WSFA	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WCOV	03/04/22	03/04/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
THE REAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		02/28/22	03/06/22	----F--			1	\$50.00	0.00						
6	WCOV	03/07/22	03/07/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
THE REAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		03/07/22	03/13/22	M-----			1	\$50.00	0.00						
7	WCOV	03/09/22	03/09/22		CM	3p-4p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Court 3p-4p Real											
				M-F 3p-4p The Real											
				THE REAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	--W----			1		\$50.00		0.00				
9	WCOV	03/05/22	03/05/22	Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
				Sa 930p-10p											
				ANDY GRIFFITH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/28/22	03/06/22	-----S-			1		\$25.00		0.00				
10	WCOV	03/04/22	03/04/22	M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				M-F 9p-935p Late News											
				WCOV 9 OCLOCK LOCAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/28/22	03/06/22	----F--			1		\$100.00		0.00				
11	WCOV	03/07/22	03/07/22	M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$100.00	L-4	0.00	NM	0	\$0.00
				M-F 9p-935p Late News											
				WCOV 9 OCLOCK LOCAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	M-----			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>		
1	WCOV	03/07/22-03/13/22	M-F 9p-935p Late News			9p-935p	M-----	:30		(\$100.00)		0.00	NM		
See MG 12.2, 12.3, 12.4, 12.5															
[rate]															
12	WCOV	03/09/22	03/09/22	M-F 9p-935p Late News	CM	9p-935p	--W----	:30	1	\$100.00	L-4	0.00	NM	4	\$200.00
				M-F 9p-935p Late News											
				WCOV 9 OCLOCK LOCAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	--W----			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>		
1	WCOV	03/07/22-03/13/22	M-F 9p-935p Late News			9p-935p	--W-----	:30		(\$100.00)		0.00	NM		
See MG 12.2, 12.3, 12.4, 12.5															
[rate]															
2	WCOV	03/07/22-03/13/22	M-F 935p-1005p			935p-1005p	--WTh-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 11.1, 12.1															
3	WCOV	03/07/22-03/13/22	M-F 935p-1005p			935p-1005p	--WTh-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 11.1, 12.1															
4	WCOV	03/07/22-03/13/22	M-F 630p-7p Extra			630p-7p	--WTh-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 11.1, 12.1															
5	WCOV	03/07/22-03/13/22	M-F 630p-7p Extra			630p-7p	--WTh-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 11.1, 12.1															
13	WCOV	03/10/22	03/10/22	M-F 9p-935p Late News	CM	9p-935p	---T---	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
				M-F 9p-935p Late News											
				WCOV 9 OCLOCK LOCAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	---T---			1		\$100.00		0.00				
14	WCOV	03/05/22	03/05/22	Sat 9-930p Late News	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				Sat 9p-930p Late News											
				FOX NEWS @ 9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/28/22	03/06/22	-----S-			1		\$50.00		0.00				
15	WCOV	03/07/22	03/07/22	Mon 7p-8p	CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Mon 7p-8p											
				9-1-1: LONE STAR											
				null											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/07/22	03/13/22	M-----			1		\$150.00		0.00				
16	WCOV	03/08/22	03/08/22	Tues 7p-8p	CM	7p-8p	-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Tues 7p-8p											
				THE RESIDENT-FOX											
		<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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	-T-----					1	\$150.00		0.00			
N 17	WCOV	03/09/22	03/09/22	Wed 7p-8p Wed 7p-8p	CM	7p-8p	--W----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
I CAN SEE YOUR VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	--W----					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	03/07/22-03/13/22	Wed 7p-8p			7p-8p	--W-----	:30		(\$150.00)		0.00	NM		
See MG 17.2															
[NA]															
2	WCOV	03/07/22-03/13/22	Thurs 8p-9p			8:00 PM-8:30 PM	P---Th-----	:30		\$150.00		0.00	NM		
Ⓜ MG for 17.1 03/09															
21	WCOV	03/08/22	03/08/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	-T-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
WCOV 9 OCLOCK LOCAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	-T-----					1	\$100.00		0.00			
22	WCOV	03/08/22	03/08/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	-T-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
THE REAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	-T-----					1	\$50.00		0.00			
23	WCOV	03/10/22	03/10/22	Court 3p-4p Real M-F 3p-4p The Real	CM	3p-4p	---T---	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
THE REAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/22	03/13/22	---T---					1	\$50.00		0.00			
													Totals	17	\$1,275.00