

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 31740  
**Alt Order #:** 27682206  
**Product Desc:** ORDR  
**Estimate:** 311317 POLITICAL ISSUE  
**Flight Dates:** 03/11/22 - 03/17/22  
**Original Date / Rev:** 03/09/22 / 03/10/22  
**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	03/17/22	21	\$1,460.00	\$1,241.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	21	\$1,460.00	\$1,241.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$1,460.00</b>	<b>\$1,241.00</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
WCOV-TV	5%	\$1,460.00
Market	100%	\$29,200.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$27,740.00
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	03/11/22	03/11/22	Court 3p-4p Real	CM	3p-4p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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	----F--		1		\$50.00		0.00					
6	WCOV	03/14/22	03/14/22	Court 3p-4p Real	CM	3p-4p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				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: 03/14/22	03/20/22	M-----		1		\$50.00		0.00					
7	WCOV	03/16/22	03/16/22		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:		03/14/22	03/20/22	--W----			1			\$50.00			0.00			
8	WCOV	03/14/22	03/14/22	Daytime 9a-10a Drew BGM Daytime 9a-10a	CM	9a-10a	M-----	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00	
				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:		03/14/22	03/20/22	M-----			1			\$10.00			0.00			
N 9	WCOV	03/12/22	03/12/22	Sa 930p-10p Sa 930p-10p	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	0	\$0.00	
				ANDY GRIFFITH												
		<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	-----S-			1			\$25.00			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		Sa 930p-10p			930p-10p	-----Sa--	:30	(\$25.00)	0.00	NM				
				See MG 10.2, 10.3 [na fox sports]												
N 10	WCOV	03/11/22	03/11/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	2	\$125.00	
				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	----F--			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	----F--	:30	(\$100.00)	0.00	NM				
				See MG 10.2, 10.3 [NA]												
2	WCOV	03/07/22-03/13/22		Sun 630p-7p			630p-7p	-----Su	:30	\$100.00	0.00	NM				
				Ⓜ MG for 10.1,9.1												
3	WCOV	03/07/22-03/13/22		Sa 1030p-1130p			10:30 PM-11:00 PM	-----Sa--	:30	\$25.00	0.00	NM				
				Ⓜ MG for 10.1,9.1												
11	WCOV	03/14/22	03/14/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	: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:		03/14/22	03/20/22	M-----			1			\$100.00			0.00			
12	WCOV	03/16/22	03/16/22	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	--W----	: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:		03/14/22	03/20/22	--W----			1			\$100.00			0.00			
13	WCOV	03/17/22	03/17/22	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:		03/14/22	03/20/22	---T---			1			\$100.00			0.00			
16	WCOV	03/16/22	03/16/22	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:		03/14/22	03/20/22	--W----			1			\$150.00			0.00			
17	WCOV	03/15/22	03/15/22	Tues 7p-8p Tues 7p-8p	CM	7p-8p	-T-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00	
				THE RESIDENT-FOX												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/14/22	03/20/22	-T-----			1			\$150.00			0.00			
18	WCOV	03/12/22	03/12/22	FOX College Hoops Tip-Off FOX College Hoops Tip-Off	CM	Various	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00	
				INSIDE THEBIG EAST												
		<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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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: 03/07/22	03/13/22	-----S-					1	\$25.00		0.00			
20	WCOV	03/12/22	03/12/22	FOX College Basketball CM		5:30 PM-7:30 PM	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				FOX College Basketball Ga		(5:30 PM-7:30 PM)									
				COLLEGE BASKETBALL: B											
		<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	-----S-					1	\$75.00		0.00			
22	WCOV	03/15/22	03/15/22	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: 03/14/22	03/20/22	-T-----					1	\$100.00		0.00			
23	WCOV	03/14/22	03/14/22	Mon 7p-8p CM		7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00
				Mon 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/22	03/20/22	M-----					1	\$150.00		0.00			
24	WCOV	03/16/22	03/16/22	Daytime 9a-10a Drew B&M CM		9a-10a	--W----	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
				Daytime 9a-10a											
				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: 03/14/22	03/20/22	--W----					1	\$10.00		0.00			
25	WCOV	03/13/22	03/13/22	Su 10a-11a 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: 03/07/22	03/13/22	-----S					1	\$15.00		0.00			
26	WCOV	03/14/22	03/14/22	Court 3p-4p Real CM		3p-4p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
				M-F 3p-4p The Real											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/22	03/20/22	M-----					1	\$50.00		0.00			
N27	WCOV	03/11/22	03/17/22	M-F 935p-1005p CM		935p-1005p	MT--F--	:30	1	\$50.00	L-4	0.00	NM	3	\$150.00
				M-F 935p-1005p Andy											
		<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	----F--					1	\$50.00		0.00			
		Week: 03/14/22	03/20/22	MT-----					2	\$50.00		0.00			
													Totals	21	\$1,460.00