

# 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:** 02/24/22 / 02/24/22  
**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	\$1,700.00	\$1,445.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	21	\$1,700.00	\$1,445.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$1,700.00</b>	<b>\$1,445.00</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%	\$1,700.00
Market	100%	\$34,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$32,300.00
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
N 1	WCOV	03/11/22	03/11/22	Daytime 9a-10a Drew Barrymore	CM	9a-10a	----F--	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
				Daytime 9a-10a											
				DREW BARRYMORE											
				<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 \$10.00 0.00											
N 2	WCOV	03/15/22	03/15/22	Daytime 9a-10a Drew Barrymore	CM	9a-10a	-T-----	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
				Daytime 9a-10a											
				DREW BARRYMORE											
				<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 \$10.00 0.00											
N 3	WCOV	03/16/22	03/16/22		CM	9a-10a	--W----	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00

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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	
				Daytime 9a-10a Drew Bar												
				Daytime 9a-10a												
				DREW BARRYMORE												
		<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				
N 4	WCOV	03/17/22	03/17/22	Daytime 9a-10a Drew Bar	CM	9a-10a	---T---	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00	
				Daytime 9a-10a												
				DREW BARRYMORE												
		<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			\$10.00		0.00				
N 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				
N 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				
N 7	WCOV	03/16/22	03/16/22	Court 3p-4p Real	CM	3p-4p	--W----	: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	--W----			1			\$50.00		0.00				
N 8	WCOV	03/14/22	03/14/22	Daytime 9a-10a Drew Bar	CM	9a-10a	M-----	: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	M-----			1			\$10.00		0.00				
N 9	WCOV	03/12/22	03/12/22	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:		03/07/22	03/13/22	-----S-			1			\$25.00		0.00				
N 10	WCOV	03/11/22	03/11/22	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:		03/07/22	03/13/22	----F--			1			\$100.00		0.00				
N 11	WCOV	03/14/22	03/14/22	M-F 9p-935p Late News	CM	9p-935p	M-----	: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	M-----			1			\$100.00		0.00				
N 12	WCOV	03/16/22	03/16/22	M-F 9p-935p Late News	CM	9p-935p	--W----	: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	--W----			1			\$100.00		0.00				
N 13	WCOV	03/17/22	03/17/22	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				
N 14	WCOV	03/12/22	03/12/22	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:		03/07/22	03/13/22	-----S-			1			\$50.00		0.00				
N 15	WCOV	03/14/22	03/14/22		CM	8p-9p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon 8p-9p Mon 8p-9p											
				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:		03/14/22	03/20/22	M-----		1		\$150.00		0.00					
N 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					
N 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					
N 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>					
Week:		03/07/22	03/13/22	-----S-		1		\$25.00		0.00					
N 19	WCOV	03/13/22	03/13/22	Nascar Race Nascar Race	CM	Various	-----S	:30	1	\$400.00	L-4	0.00	NM	1	\$400.00
				NASCAR CUP-PHOENIX											
		<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		\$400.00		0.00					
N 20	WCOV	03/12/22	03/12/22	FOX College Basketball Ga FOX College Basketball Ga	CM	5:30 PM-7:30 PM (5:30 PM-7:30 PM)	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				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					
N 21	WCOV	03/12/22	03/12/22	FOX College Basketball Ga FOX College Basketball Ga	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----S-	:30	1	\$75.00	L-4	0.00	NM	1	\$75.00
				PAC-12 TOURNAMENT FI											
		<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					
													Totals	21	\$1,700.00