

# 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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WCOV	03/17/22	03/17/22	Daytime 9a-10a Drew Bar Daytime 9a-10a DREW BARRYMORE	CM	9a-10a	---T---	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<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 5	WCOV	03/11/22	03/11/22	Daytime 9a-10a Drew Bar Daytime 9a-10a DREW BARRYMORE	CM	9a-10a	---T---	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<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 6	WCOV	03/14/22	03/14/22	Court 3p-4p Real M-F 3p-4p The Real THE REAL	CM	3p-4p	----F--	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<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 7	WCOV	03/14/22	03/14/22	Court 3p-4p Real M-F 3p-4p The Real THE REAL	CM	3p-4p	M-----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<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 8	WCOV	03/16/22	03/16/22	Court 3p-4p Real M-F 3p-4p The Real THE REAL	CM	3p-4p	--W----	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<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 9	WCOV	03/13/22	03/13/22	Su 9a-10a Su 9a-10a FOX NEWS SUNDAY	CM	9a-10a	-----S	:30	1	\$10.00	L-4	0.00	NM	1	\$10.00
		<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	\$10.00		0.00			
N 10	WCOV	03/12/22	03/12/22	Sa 930p-10p Sa 930p-10p ANDY GRIFFITH	CM	930p-10p	-----S-	:30	1	\$25.00	L-4	0.00	NM	1	\$25.00
		<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 11	WCOV	03/11/22	03/11/22	M-F 9p-935p Late News M-F 9p-935p Late News WCOV 9 OCLOCK LOCAL	CM	9p-935p	----F--	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<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 12	WCOV	03/14/22	03/14/22	M-F 9p-935p Late News M-F 9p-935p Late News WCOV 9 OCLOCK LOCAL	CM	9p-935p	M-----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<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 13	WCOV	03/16/22	03/16/22	M-F 9p-935p Late News M-F 9p-935p Late News WCOV 9 OCLOCK LOCAL	CM	9p-935p	--W----	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<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 14	WCOV	03/17/22	03/17/22	M-F 9p-935p Late News M-F 9p-935p Late News WCOV 9 OCLOCK LOCAL	CM	9p-935p	---T---	:30	1	\$100.00	L-4	0.00	NM	1	\$100.00
		<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 15	WCOV	03/12/22	03/12/22	Sat 9-930p Late News Sat 9p-930p Late News FOX NEWS @ 9	CM	9p-930p	-----S-	:30	1	\$50.00	L-4	0.00	NM	1	\$50.00
		<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 16	WCOV	03/14/22	03/14/22		CM	7p-8p	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 7p-8p 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:		03/14/22	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