

ORDER



WCOV-TV

Orders
Order / Rev: 31727
Alt Order #: 27681879
Product Desc: ORDR
Estimate: 225303 POLITICAL ISSUE
Flight Dates: 02/25/22 - 03/03/22
Original Date / Rev: 02/23/22 / 02/23/22
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
01/31/22	02/27/22	6	\$245.00	\$208.25
02/28/22	03/03/22	11	\$880.00	\$748.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	6	\$245.00	\$208.25	0.00
March 2022	11	\$880.00	\$748.00	0.00
Totals	17	\$1,125.00	\$956.25	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

	Share	Total
WCOV-TV	5%	\$1,125.00
Market	100%	\$22,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$21,375.00
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	02/25/22	02/25/22	Daytime 9a-10a Drew Barrymore	B	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: 02/21/22	02/27/22	----F--	1	\$10.00	0.00						
N 2	WCOV	03/01/22	03/01/22	Daytime 9a-10a Drew Barrymore	B	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: 02/28/22	03/06/22	-T-----	1	\$10.00	0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCOV	03/02/22	03/02/22	Daytime 9a-10a Drew Barrymore Daytime 9a-10a	B&M	9a-10a	--W----	: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: 02/28/22 03/06/22		--W----		1		\$10.00		0.00					
N 4	WCOV	03/03/22	03/03/22	Daytime 9a-10a Drew Barrymore Daytime 9a-10a	B&M	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: 02/28/22 03/06/22		---T---		1		\$10.00		0.00					
N 5	WCOV	02/25/22	02/25/22	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
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/21/22 02/27/22		----F--		1		\$50.00		0.00					
N 6	WCOV	02/28/22	02/28/22	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
		<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		M-----		1		\$50.00		0.00					
N 7	WCOV	03/02/22	03/02/22	Court 3p-4p Real M-F 3p-4p 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: 02/28/22 03/06/22		--W----		1		\$50.00		0.00					
N 8	WCOV	02/27/22	02/27/22	Su 9a-10a Su 9a-10a	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: 02/21/22 02/27/22		-----S		1		\$10.00		0.00					
N 9	WCOV	02/26/22	02/26/22	Sa 930p-10p Sa 930p-10p	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: 02/21/22 02/27/22		-----S-		1		\$25.00		0.00					
N 10	WCOV	02/25/22	02/25/22	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	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: 02/21/22 02/27/22		----F--		1		\$100.00		0.00					
N 11	WCOV	02/28/22	02/28/22	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
		<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		M-----		1		\$100.00		0.00					
N 12	WCOV	03/02/22	03/02/22	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
		<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		--W----		1		\$100.00		0.00					
N 13	WCOV	03/03/22	03/03/22	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
		<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		---T---		1		\$100.00		0.00					
N 14	WCOV	02/26/22	02/26/22	Sat 9-930p Late News Sat 9p-930p Late News	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: 02/21/22 02/27/22		-----S-		1		\$50.00		0.00					
N 15	WCOV	02/28/22	02/28/22		CM	7p-8p	M-----	:30	1	\$150.00	L-4	0.00	NM	1	\$150.00

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				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: 02/28/22	03/06/22	M-----					1	\$150.00		0.00			
N 16	WCOV	03/01/22	03/01/22	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: 02/28/22	03/06/22	-T-----					1	\$150.00		0.00			
N 17	WCOV	03/02/22	03/02/22	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: 02/28/22	03/06/22	--W----					1	\$150.00		0.00			
													Totals	17	\$1,125.00