



# John Singletary

Advertiser:  
 Agency:  
 Buyer:  
 Length(s): :30  
 Proposal #: 506437  
 Market [Rank]: CHARLESTON, SC [95]  
 Books: Nov-14CHARLESTON, SC  
 Flight Dates: 10/26/15 - 11/08/15

Station Contact:  
 Name: Aubrey Dougherty  
 Phone: (843) 881-4444  
 Fax:  
 Email: andougherty@sbgstv.com

ENTERED  
10/16/15

2273892

Program	Rate	Oct	Nov	Cost	A35+
DP Days Time	Weeks	26	2	Spots	RTG CPP
<b>ECIV</b>					
<b>Good Morning Charleston</b>	\$113	8	2	\$1,130	2.5*
M M-F 5:00A- 6:00P	2			10	\$45.20
<b>Steve Harvey</b>	\$225	3	1	\$900	2.3*
D M-F 3:00P- 4:00P	2			4	\$97.83
<i>Program Comments: Last Commerical will air on 11/2</i>					
<b>ABC News 4 @ 5</b>	\$225	3	1	\$900	3.0*
R M-F 5:00P- 6:00P	2			4	\$75.00
<i>Program Comments: Last commerical will air on 11/2</i>					
<b>Weekly Subtotals</b>		14	4	\$2,930	
				18	

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A35+R	18	\$2,930	46.20	\$63.42	25.54	1.81	112,308	439,735

Dayparts: D - DAYTIME; M - MORNING; R - EARLY NEWS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_



ECIV  
888 Allbritton Blvd  
Mount Pleasant, SC 29464

Direct Account  
ATTENTION: FIX ADDRESS  
Direct, MD

**Contract # 2273892**

Schedule Dates 10/26/15-11/02/15

Advertiser John Singletary for Mayor (106015)

Agency Direct Account (1)

Product POLITICAL CANDIDATE (ns) (1186)

Brand SINGLETARY FOR MAYOR (770445)

Salesperson HOUSE-CHARLESTON, SC, WCVI/ECIV/GCV (113)

Sales Office WCVI/ECIV/GCV

Buyer Name /

Phone/Fax /

CPE N/A

Account Types National/Political Candidate Direct BRD

Billing Type Weekly/Irregular

Comments

Date Entered 10/16/15

Last Modified 10/16/15

Entered By Sonia Mendez

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 0.00

Commission \$0.00

Net Total \$2,930.00

Sales Tax

**Charleston, SC (ECIV)**

By Broadcast Month Spots Rate

Nov. 2015 18 \$2,930.00

Grand Total: 18 \$2,930.00

*10/19/15*

*SM 10/19/15*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/26/15-10/30/15	3	:30	5A-6A (EST)	8	X	X	X	X	X			8	\$113.00	\$904.00	Charleston, SC (ECIV)	GOOD MORNING CHS	10/16/15
2.0	Normal Line / News (1)	11/02/15-11/02/15	3	:30	5A-6A (EST)	2								2	\$113.00	\$226.00	Charleston, SC (ECIV)	GOOD MORNING CHS	10/16/15
3.0	Normal Line / SPOT (2)	10/26/15-10/30/15	3	:30	3P- The Steve Harvey Show	3	X	X	X	X				3	\$225.00	\$675.00	Charleston, SC (ECIV)	STEVE HARVEY	10/16/15
4.0	Normal Line / SPOT (2)	11/02/15-11/02/15	3	:30	3P- The Steve Harvey Show	1								1	\$225.00	\$225.00	Charleston, SC (ECIV)	STEVE HARVEY	10/16/15
5.0	Normal Line / News (3)	10/26/15-10/30/15	3	:30	5P- News-ABC News 4 at 5p	3	X	X	X	X				3	\$225.00	\$675.00	Charleston, SC (ECIV)	6P NEWS	10/16/15
6.0	Normal Line / News (3)	11/02/15-11/02/15	3	:30	5P- News-ABC News 4 at 5p	1								1	\$225.00	\$225.00	Charleston, SC (ECIV)	6P NEWS	10/16/15

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.