

# ORDER



WSFX

**Orders**  
**Order / Rev:** 1605009  
**Alt Order #:** 8265786  
**Product Desc:** Burr for Senate  
**Estimate:** 6965  
**Flight Dates:** 11/01/16 - 11/08/16  
**Original Date / Rev:** 10/25/16 / 10/25/16  
**Order Type:** General

**Primary AE:** Matthew Wurm  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency Name:** National Media Research Planning Pl  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Burr, Richard  
**Demographic:** A35+  
**Product Codes:** PL820  
**Priority:** P15  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	47	\$3,090.00	\$2,626.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	47	\$3,090.00	\$2,626.50	0.00
<b>Totals</b>	<b>47</b>	<b>\$3,090.00</b>	<b>\$2,626.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSFX	11/04/16	11/04/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	----F--	:30	1	\$125.00	P 3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	----F--		1		\$125.00		0.00					
N 2	WSFX	11/04/16	11/04/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	----F--	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	----F--		1		\$15.00		0.00					
N 3	WSFX	11/04/16	11/04/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	----F--	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	----F--		1		\$15.00		0.00					
N 4	WSFX	11/04/16	11/04/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	----F--	:30	1	\$25.00	P 3	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: 10/31/16	11/06/16	----F--		1		\$25.00		0.00					
N 5	WSFX	11/07/16	11/07/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	M-----	:30	1	\$25.00	P 3	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: 11/07/16	11/13/16	M-----		1		\$25.00		0.00					
N 6	WSFX	11/03/16	11/03/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	---T---	:30	1	\$25.00	P 3	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: 10/31/16	11/06/16	---T---		1		\$25.00		0.00					

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Advertiser: POL/Burr, Richard  
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 Estimate: 6965

WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WSFX	11/02/16	11/02/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	--W----	:30	1	\$25.00	P 3	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: 10/31/16	11/06/16	--W----					1	\$25.00		0.00			
N 8	WSFX	11/07/16	11/07/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	M-----	:30	1	\$125.00	P 3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$125.00		0.00			
N 9	WSFX	11/07/16	11/07/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	M-----	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$15.00		0.00			
N 10	WSFX	11/07/16	11/07/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	M-----	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$15.00		0.00			
N 11	WSFX	11/07/16	11/07/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	M-----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$20.00		0.00			
N 12	WSFX	11/05/16	11/05/16	Late Run News @ 10pm Late Run News @10pm SA	Comm	1030pm-1am	-----S-	:30	1	\$50.00	P 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: 10/31/16	11/06/16	-----S-					1	\$50.00		0.00			
N 13	WSFX	11/06/16	11/06/16	News @ 10pm Su 10-1037p	Comm	10-1037p	-----S	:30	1	\$30.00	P 4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S					1	\$30.00		0.00			
N 14	WSFX	11/03/16	11/03/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	---T---	:30	1	\$125.00	P 3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$125.00		0.00			
N 15	WSFX	11/03/16	11/03/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	---T---	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$15.00		0.00			
N 16	WSFX	11/03/16	11/03/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	---T---	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$15.00		0.00			
N 17	WSFX	11/03/16	11/03/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	---T---	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$20.00		0.00			
N 18	WSFX	11/01/16	11/01/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	-T-----	:30	1	\$125.00	P 3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$125.00		0.00			
N 19	WSFX	11/01/16	11/01/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	-T-----	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$15.00		0.00			
N 20	WSFX	11/01/16	11/01/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	-T-----	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$15.00		0.00			
N 21	WSFX	11/08/16	11/08/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	-T-----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-----					1	\$20.00		0.00			

Order / Rev: 1605009  
 Alt Order #: 8265786  
 Flight Dates: 11/01/16 - 11/08/16

Advertiser: POL/Burr, Richard  
 Product Desc: Burr for Senate  
 Estimate: 6965  
 WFSX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WFSX	11/08/16	11/08/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	-T-----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	-T-----		1				\$20.00		0.00			
N22	WFSX	11/02/16	11/02/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	--W----	:30	1	\$125.00	P 3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----		1				\$125.00		0.00			
N23	WFSX	11/02/16	11/02/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	--W----	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----		1				\$15.00		0.00			
N24	WFSX	11/02/16	11/02/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	--W----	:30	1	\$15.00	P 4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----		1				\$15.00		0.00			
N25	WFSX	11/02/16	11/02/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	--W----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----		1				\$20.00		0.00			
N26	WFSX	11/07/16	11/07/16	Mon Hour 1 Mon Hour 1	Comm	8-9p	M-----	:30	1	\$350.00	P 2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----		1				\$350.00		0.00			
N27	WFSX	11/05/16	11/05/16	College Football PR Gar NET College Football PR	Comm	Various	-----S-	:30	2	\$125.00	P 2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-		2				\$125.00		0.00			
N28	WFSX	11/03/16	11/03/16	Thu Hour 2 Th Hour 2	Comm	9-10p	---T---	:30	1	\$100.00	P 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: 10/31/16	11/06/16	---T---		1				\$100.00		0.00			
N29	WFSX	11/02/16	11/02/16	Wed Hour 2 Wed Hour 2	Comm	9-10P	--W----	:30	1	\$600.00	P 2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----		1				\$600.00		0.00			
N30	WFSX	11/01/16	11/04/16	News @ 7pm (M-F) News @ 7pm (M-F)	Comm	7-730p	-TWTF--	:30	4	\$50.00	P 3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-TWTF--		4				\$50.00		0.00			
N31	WFSX	11/07/16	11/07/16	News @ 7pm (M-F) News @ 7pm (M-F)	Comm	7:00 PM-8:00 PM (7:00 PM-8:00 PM)	M-----	:30	2	\$50.00	P 3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----		2				\$50.00		0.00			
N32	WFSX	11/01/16	11/04/16	SYN 7:30-8pm M-F Modern Family	Comm	730-8p	-TWTF--	:30	4	\$30.00	P 4	0.00	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-TWTF--		4				\$30.00		0.00			
N33	WFSX	11/01/16	11/04/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	-TWTF--	:30	4	\$25.00	P 3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-TWTF--		4				\$25.00		0.00			
N34	WFSX	11/07/16	11/07/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	M-----	:30	1	\$25.00	P 3	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: 11/07/16	11/13/16	M-----		1				\$25.00		0.00			
N35	WFSX	11/03/16	11/03/16	Thu Hour 1 Th Hour 1	Comm	8-9p	---T---	:30	1	\$135.00	P 4	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/16	11/03/16	---T---		1				\$135.00		0.00			

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N35	WSFX	11/03/16	11/03/16	Thu Hour 1 Th Hour 1	Comm	8-9p	---T---	:30	1	\$135.00	P 4	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	---T---		1		\$135.00		0.00					
N36	WSFX	11/04/16	11/04/16	Fri Hour 1 Fri Hour 1	Comm	8-9p	----F--	:30	1	\$75.00	P 4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	----F--		1		\$75.00		0.00					
													Totals	47	\$3,090.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.5em; font-family: cursive;">WSFX</span>	<b>Date:</b> <span style="font-size: 1.5em; font-family: cursive;">10/12/14</span>
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I, National Media Research, Planning, and Placement,

being/on behalf of: The Richard Burr Committee,

a legally qualified candidate of the US Senate

political party for the office of: Republican

in the General Election

election to be held on: November 8th, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

**Attach proposed schedule with charges (if available):** \$ 2626.50 Net



## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, The Richard Burr Committee

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

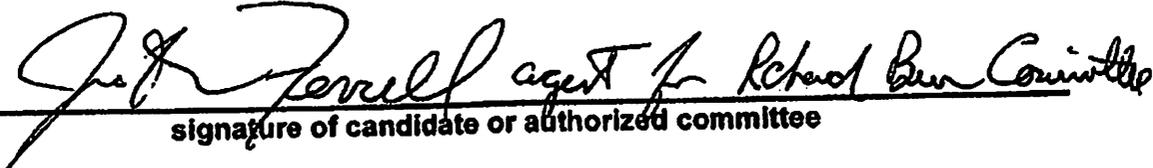
does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

JONATHAN FERRELL \_\_\_\_\_  
printed name date

**AGREED UPON SCHEDULE**

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>See Attached</i>			

**Attach proposed schedule with charges (if available):**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (Identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**