

ORDER



WSFX

Orders	Order / Rev:	1605009	
	Alt Order #:	8265786	
	Product Desc:	Burr for Senate	
	Estimate:	6965	
	Flight Dates:	11/01/16 - 11/08/16	Primary AE: Matthew Wurm
	Original Date / Rev:	10/25/16 / 10/25/16	Sales Office: H-DC
	Order Type:	General	Sales Region: National

Agency	Name:	National Media Research Planning Plc	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		815 Slaters Lane	Billing Cycle: EOM/EOC
		Alexandria, VA 22314	Agency Commission: 15%

Advertiser	Name:	POL/Burr, Richard	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL820	Advertiser External ID:
	Priority:	P15	Agency External ID:
	Revenue Codes:	Agency, Political, Pol-Candidate	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
Totals	47	\$3,090.00	\$2,626.50	0.00

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)	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	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	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	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	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	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			

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

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>			

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

WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	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: 11/07/16	11/13/16	-T-----		1			\$20.00			0.00			
N22	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	WSFX	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	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			
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: 11/03/16	11/09/16	---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

Station and Location:

WSFX

Date:

10/12/14

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

I represent that the payment for the above described broadcast time has been furnished by:

The Richard Burr Committee

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:


Timothy W. Gupton

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

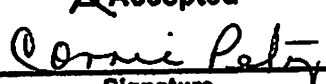
To Be Signed By Candidate or Authorized Committee

Date


Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

 CONNIE Petway NSA
Signature Printed Name Title

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.

Jonathan Ferrell agent for Richard Burr Committee
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
		See Attached			

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.