

ORDER



WGHP-TV

Orders

Order / Rev: 393838
Alt Order #: 08410514
Product Desc: EDMUNDS/ZACHARY 8056
Estimate: 8056
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/18/16 / 10/18/16
Order Type: GENERAL

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency

Name: National Media Research Planning & f
Buying Contact: Beth Stallings
Billing Contact: Tracey Robinson
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser

Name: Zachary-Edmunds/R/other/NC
Demographic: A25-54
Product Codes: PL2.m.ii
Priority: 03
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	8	\$2,680.00	\$2,278.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	8	\$2,680.00	\$2,278.00	0.00
Totals	8	\$2,680.00	\$2,278.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGHP-TV	25%	\$2,680.00
Market	100%	\$10,720.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	29%	\$3,108.80
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$107.20
WUNL	0%	\$0.00
WXII	45%	\$4,824.00
WXLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/24/16	10/24/16	M-F 10p-11p MON 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI1-----	:15/:15	1	\$600.00	03	0.00	BK	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:		10/24/16	10/30/16	1-----		1		\$600.00		0.00					
N 2	8	10/24/16	10/24/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	PI1-----	:15/:15	1	\$165.00	03	0.00	BK	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/24/16	10/30/16	1-----		1		\$165.00		0.00					

Order / Rev: 393838
 Alt Order #: 08410514
 Flight Dates: 10/18/16 - 10/24/16

Advertiser: Zachary-Edmunds/R/other/NC
 Product Desc: EDMUNDS/ZACHARY 8056
 Estimate: 8056
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	8	10/24/16	10/24/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	1-----	:15/:15	1	\$165.00	03	0.00	BK	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$165.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/24/16-10/30/16		M-F 11p-1130p		11:00 PM-11:30 F	M-----	:15/:15		(\$165.00)		0.00	BK		
Credited															
3	8	10/23/16	10/23/16	Su 6p-7p SUN 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1	:15/:15	1	\$300.00	03	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	-----1	1		\$300.00		0.00						
4	8	10/23/16	10/23/16	Su 6p-7p SUN 630p-7p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----1	:15/:15	1	\$300.00	03	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	-----1	1		\$300.00		0.00						
5	8	10/20/16	10/20/16	M-F 8a-9a THUR 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	---1---	:15/:15	1	\$275.00	03	0.00	BK	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	---1---	1		\$275.00		0.00						
6	8	10/18/16	10/18/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	1-----	:15/:15	1	\$165.00	02	0.00	BK	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	-1-----	1		\$165.00		0.00						
7	8	10/19/16	10/19/16	M-F 10p-11p WED 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--1----	:15/:15	1	\$600.00	03	0.00	BK	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:		10/17/16	10/23/16	--1----	1		\$600.00		0.00						
8	8	10/19/16	10/19/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	--1----	:15/:15	1	\$165.00	02	0.00	BK	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	--1----	1		\$165.00		0.00						
9	8	10/19/16	10/19/16	M-F 8a-9a WED 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	--1----	:15/:15	1	\$275.00	03	0.00	BK	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	--1----	1		\$275.00		0.00						
													Totals	8	\$2,680.00

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: <div style="text-align: center; font-size: 1.2em;">WGHP</div>	Date: <div style="text-align: center; font-size: 1.2em;">10/21/16</div>
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I, National Media Research, Planning, and Placement,
 being/on behalf of: Bob Edmunds for NC Supreme Court,
 a legally qualified candidate of the Republican Party
 political party for the office of: Justice, Supreme Court of North Carolina
 in the North Carolina General Election
 election to be held on: Tuesday, 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):

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

Bob Edmunds for NC Supreme Court

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:

Kathy Knight


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**

Signature **BENJAMIN O. Ostrom** **VPOS**
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, Bob Edmunds for NC Supreme Court

(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 Supreme Court

Jonathan Freeman 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 Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

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.

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:

WGHP

Date:

11/24/16

I, National Media Research, Planning, and Placement,
being/on behalf of: Valerie Zachary for NC Court of Appeals,
a legally qualified candidate of the Republican Party
political party for the office of: Court of Appeals
in the North Carolina General Election
election to be held on: Tuesday, November 8, 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):

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

Valerie Zachary for NC Court of Appeals

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:

Lisa Speer

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 *J. F. Farrell*

To Be Signed By Station Representative

To Be Signed By Station Representative

<input checked="checked" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
 _____ 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, Valerie Zachary for NC Court of Appeals

(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.

J. Ferrell, agent of Valerie Zachary for NC Court of Appeals
signature of candidate or authorized committee

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

Attach proposed schedule with charges (if available):**AFTER AIRING OF BROADCASTS:**

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