

# ORDER



*New*

**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

**WGHP-TV**  
**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
<b>Totals</b>	<b>8</b>	<b>\$2,680.00</b>	<b>\$2,278.00</b>	<b>0.00</b>

**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)	-----1	:15/:15	1	\$600.00	003	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	-----1	:15/:15	1	\$165.00	003	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**

<b>Station and Location:</b> <p style="text-align: center; font-size: 1.2em;">WGHP</p>	<b>Date:</b> <p style="text-align: center; font-size: 1.2em;">10/21/16</p>
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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**

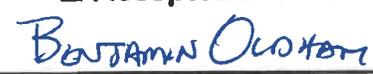
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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** **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.

*Jonathan Fullagar for Bob Edmunds for NC Supreme Court*  
signature of candidate or authorized committee

Jonathan Fullagar \_\_\_\_\_  
printed name date

**AGREED UPON SCHEDULE**

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

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

<b>Station and Location:</b> <p style="text-align: center; font-size: 1.2em;">WGHP</p>	<b>Date:</b> <p style="text-align: center; font-size: 1.2em;">10/24/16</p>
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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**

\_\_\_\_\_ John Ferrell \_\_\_\_\_  
Date Signature

**To Be Signed By Station Representative**

Accepted  Accepted in Part  Rejected  
[Signature] BENJAMIN O'CONNOR VPOS  
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):**

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