

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Janelle Perez - FDCCC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Janelle Perez

Authorized committee:

Florida Democratic Legislative Campaign Committee

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

State Senate Dist. 38

Date of election:

Nov. 8<sup>th</sup>

General

Primary

Treasurer of candidate's authorized committee:

Mark Heron

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

Candidate/Committee/Agency

Station Representative

Signature:

Christian Ulvest

Signature:

Name:

Christian Ulvest

Name:

Date of Request to Purchase Ad Time:

8/31/22

Date of Station Agreement to Sell Time:

# ORDER



**Orders**  
**Order / Rev:** 636991  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: \_\_\_\_\_  
 Flight Dates: 09/09/22 - 09/16/22  
 Original Date / Rev: 09/01/22 / 09/08/22  
 Order Type: GENERAL

**WPLG, INC.**  
 Primary AE: Sara Reynolds-Political  
 Sales Office: MIA  
 Sales Region: LOC

**Agency**  
**Name:** Edge Communications  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
 1742 W Flagler Street  
 Miami, FL 33135

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

**Advertiser**  
**Name:** POL/FDLCC JANELLE PEREZ  
 Demographic: A25-54  
 Product Codes: PL-Candidate  
 Revenue Code 1: AGY  
 Revenue Code 2: POL  
 Revenue Code 3: CAND  
 Priority: P-4

New Business End: \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_  
 Unit Code: General  
 Order Separation: 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/22	09/15/22	31	\$13,925.00	\$11,836.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	31	\$13,925.00	\$11,836.25	0.00
<b>Totals</b>	<b>31</b>	<b>\$13,925.00</b>	<b>\$11,836.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Reynolds-Political			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	WPLG	09/09/22	09/11/22	7-9a GMA Good Morning America	CM	7-9a	----F--	:30	1	\$350.00	LUR-1	0.00	NM	5	\$1,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/05/22	09/11/22	----F--		1		\$350.00		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	WPLG	09/05/22-09/11/22		7-9a GMA		7-9a		----F--	:30	<del>(\$350.00)</del>	0.00	NM		
				See MG 1.2, 1.3, 1.4, 1.5, 1.6 [LUR NOT CLEARING]												
		2	NPLG	09/05/22-09/11/22		9-1030a LCL 10 News Sun		9-1030am		-----Su	:30	\$175.00	0.00	NM		
				Ⓜ MG for 4.1,10.1,3.2,10.7,3.1,1.1												
		3	NPLG	09/05/22-09/11/22		9-1030a LCL 10 News Sun		9-1030am		-----Su	:30	\$175.00	0.00	NM		
				Ⓜ MG for 4.1,10.1,3.2,10.7,3.1,1.1												
		4	NPLG	09/09/22-09/09/22		5-6p LCL News		5-6p		----F--	:30	\$700.00	0.00	NM		
				Ⓜ MG for 4.1,10.1,3.2,10.7,3.1,1.1												
		5	NPLG	09/05/22-09/11/22		1030a-1130a This Week		1030-1130a		-----Su	:30	\$300.00	0.00	NM		
				Ⓜ MG for 4.1,10.1,3.2,10.7,3.1,1.1												
		6	NPLG	09/05/22-09/11/22		8-9a GMA Sun		8-9am		-----Su	:30	\$400.00	0.00	NM		
				Ⓜ MG for 4.1,10.1,3.2,10.7,3.1,1.1												
N 2	WPLG	09/09/22	09/11/22	11-12p The View The View 11a	CM	11-12n	----F--	:30	1	\$600.00	P-4	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>						

Order / Rev: 636991  
 Alt Order #:  
 Flight Dates: 09/09/22 - 09/16/22

Advertiser: POL/FDLCC JANELLE PEREZ  
 Product Desc:  
 Estimate:

WPLG, INC.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPLG	09/09/22	09/11/22	12-1p LCL News LCL News 12n	CM	12-1p	----F--	:30	2	\$175.00	LUR-1	0.00	NM	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:		09/05/22	09/11/22	----F--					1	\$600.00		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	WPLG	09/05/22-09/11/22	12-1p LCL News			12-1p	----F--	:30		<del>(\$175.00)</del>		0.00	NM		
See MG 1.2, 1.3, 1.4, 1.5, 1.6 [PER SALES MANAGER DUE TO LUR NOT CLEARING]															
2	WPLG	09/05/22-09/11/22	12-1p LCL News			12-1p	----F--	:30		<del>(\$175.00)</del>		0.00	NM		
See MG 1.2, 1.3, 1.4, 1.5, 1.6 [PER SALES MANAGER DUE TO LUR NOT CLEARING]															
N 4	WPLG	09/09/22	09/11/22	6-630p LCL News LCL News 6p	CM	6-630p	----F--	:30	1	\$700.00	LUR-1	0.00	NM	0	\$0.00
Week:		09/05/22	09/11/22	----F--					1	\$700.00		0.00			
1	WPLG	09/05/22-09/11/22	6-630p LCL News			6-630p	----F--	:30		<del>(\$700.00)</del>		0.00	NM		
See MG 1.2, 1.3, 1.4, 1.5, 1.6 [PER SALES MANAGER DUE TO OVERSELL]															
N 5	WPLG	09/09/22	09/11/22	11-1135P LCL News M-F Local 10 News @ 11pm	CM	11-1135P	----F--	:30	1	\$700.00	LUR-1	0.00	NM	1	\$700.00
Week:		09/05/22	09/11/22	----F--					1	\$700.00		0.00			
N 6	WPLG	09/09/22	09/11/22	1030a-1130a This Week This Week With George Stepha	CM	1030-1130a	-----S	:30	1	\$300.00	LUR-1	0.00	NM	1	\$300.00
Week:		09/05/22	09/11/22	-----S					1	\$300.00		0.00			
N 7	WPLG	09/09/22	09/11/22	1130-1230p MichaelPutr This Week in South Florida	CM	1130a-1230p	-----S	:30	1	\$125.00	LUR-1	0.00	NM	1	\$125.00
Week:		09/05/22	09/11/22	-----S					1	\$125.00		0.00			
N 8	WPLG	09/12/22	09/15/22	7-9a GMA Good Morning America	CM	7-9a	1111---	:30	4	\$350.00	LUR-1	0.00	NM	4	\$1,400.00
Week:		09/12/22	09/18/22	1111---					4	\$350.00		0.00			
N 9	WPLG	09/12/22	09/15/22	11-12p The View The View 11a	CM	11-12n	1111---	:30	4	\$600.00	P-4	0.00	NM	4	\$2,400.00
Week:		09/12/22	09/18/22	1111---					4	\$600.00		0.00			
N 10	WPLG	09/12/22	09/15/22	12-1p LCL News LCL News 12n	CM	12-1p	2222---	:30	8	\$175.00	LUR-1	0.00	NM	6	\$1,050.00
Week:		09/12/22	09/18/22	2222---					8	\$175.00		0.00			
1	WPLG	09/12/22-09/18/22	12-1p LCL News			12-1p	MTWTh-----	:30		<del>(\$175.00)</del>		0.00	NM		
See MG 1.2, 1.3, 1.4, 1.5, 1.6 [PER SALES MANAGER DUE TO OVERSELL]															
7	WPLG	09/12/22-09/18/22	12-1p LCL News			12-1p	MTWTh-----	:30		<del>(\$175.00)</del>		0.00	NM		
See MG 1.2, 1.3, 1.4, 1.5, 1.6 [PER SALES MANAGER DUE TO OVERSELL]															
N 11	WPLG	09/12/22	09/15/22	6-630p LCL News LCL News 6p	CM	6-630p	1111---	:30	4	\$700.00	LUR-1	0.00	NM	4	\$2,800.00
Week:		09/12/22	09/18/22	1111---					4	\$700.00		0.00			
N 12	WPLG	09/12/22	09/15/22	11-1135P LCL News M-F Local 10 News @ 11pm	CM	11-1135P	1111---	:30	4	\$700.00	LUR-1	0.00	NM	4	\$2,800.00
Week:		09/12/22	09/18/22	1111---					4	\$700.00		0.00			

Order / Rev: 636991  
 Alt Order #:  
 Flight Dates: 09/09/22 - 09/16/22

Advertiser: POL/FDLCC JANELLE PEREZ  
 Product Desc:  
 Estimate:

**WPLG, INC.**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
Totals													31	\$13,925.00