

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. 8th

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 Ulvert

Signature:

Name:

Christian Ulvert

Name:

Date of Request to Purchase Ad Time:

8/31/22

Date of Station Agreement to Sell Time:

ORDER



Orders
Order / Rev: 637631
 Alt Order #: _____
 Product Desc: _____
 Estimate: _____
 Flight Dates: 09/16/22 - 09/25/22
 Original Date / Rev: 09/12/22 / 09/12/22
 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	09/25/22	39	\$24,700.00	\$20,995.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	39	\$24,700.00	\$20,995.00	0.00
Totals	39	\$24,700.00	\$20,995.00	0.00

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	09/16/22	09/16/22	9-10a LCL News LCL News 9a	CM	9-10a	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/22	09/18/22	----F--		1		\$500.00		0.00					
N 2	WPLG	09/16/22	09/16/22	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>					
		Week: 09/12/22	09/18/22	----F--		1		\$600.00		0.00					
N 3	WPLG	09/16/22	09/16/22	12-1p LCL News LCL News 12n	CM	12-1p	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/22	09/18/22	----F--		1		\$500.00		0.00					
N 4	WPLG	09/16/22	09/16/22	5-6p LCL News LCL News 5p	CM	5-6p (5:00 PM-5:30 PM)	----F--	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/22	09/18/22	----F--		1		\$700.00		0.00					
N 5	WPLG	09/16/22	09/16/22	5-6p LCL News LCL News 5p	CM	5-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/22	09/18/22	----F--		1		\$700.00		0.00					
N 6	WPLG	09/16/22	09/16/22		CM	11-1135P	----F--	:30	1	\$700.00	LUR-1	0.00	NM	1	\$700.00

Order / Rev: 637631
 Alt Order #:
 Flight Dates: 09/16/22 - 09/25/22

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
				11-1135P LCL News M-F Local 10 News @ 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	----F--	1	\$700.00	0.00								
N 7	WPLG	09/17/22	09/17/22	11-1130p News Sat SAT Late News 11p	CM	11-1130P	-----S-	:30	1	\$500.00	LUR-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----S-	1	\$500.00	0.00								
N 8	WPLG	09/18/22	09/18/22	11-1135p News Sun SUN 11-1135P	CM	11-1135P	-----S	:30	1	\$700.00	LUR-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----S	1	\$700.00	0.00								
N 9	WPLG	09/18/22	09/18/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----S	1	\$300.00	0.00								
N 10	WPLG	09/18/22	09/18/22	1130-1230p MichaelPutr This Week in South Florida	CM	1130a-1230p	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/12/22	09/18/22	-----S	1	\$500.00	0.00								
N 11	WPLG	09/19/22	09/25/22	7-9a GMA Good Morning America	CM	7-9a	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	11111--	5	\$900.00	0.00								
N 12	WPLG	09/19/22	09/25/22	11-12p The View The View 11a	CM	11-12n	11111--	:30	5	\$600.00	P-4	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	11111--	5	\$600.00	0.00								
N 13	WPLG	09/19/22	09/25/22	12-1p LCL News LCL News 12n	CM	12-1p	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	11111--	5	\$500.00	0.00								
N 14	WPLG	09/19/22	09/25/22	5-6p LCL News LCL News 5p	CM	5-6p (5:00 PM-5:30 PM)	11111--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	11111--	5	\$700.00	0.00								
N 15	WPLG	09/19/22	09/25/22	5-6p LCL News LCL News 5p	CM	5-6p (5:30 PM-6:00 PM)	11111--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	11111--	5	\$700.00	0.00								
N 16	WPLG	09/24/22	09/24/22	11-1130p News Sat SAT Late News 11p	CM	11-1130P	-----S-	:30	1	\$500.00	LUR-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	-----S-	1	\$500.00	0.00								
N 17	WPLG	09/25/22	09/25/22	11-1135p News Sun SUN 11-1135P	CM	11-1135P	-----S	:30	1	\$700.00	LUR-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	-----S	1	\$700.00	0.00								
N 18	WPLG	09/25/22	09/25/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	-----S	1	\$300.00	0.00								
N 19	WPLG	09/25/22	09/25/22	1130-1230p MichaelPutr This Week in South Florida	CM	1130a-1230p	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/19/22	09/25/22	-----S	1	\$500.00	0.00								
Totals													39	\$24,700.00	