

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 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: 640795
 Alt Order #: _____
 Product Desc: _____
 Estimate: _____
 Flight Dates: 10/10/22 - 10/23/22
 Original Date / Rev: 10/07/22 / 10/14/22
 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
09/26/22	10/21/22	42	\$49,200.00	\$41,820.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	42	\$49,200.00	\$41,820.00	0.00
Totals	42	\$49,200.00	\$41,820.00	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	10/10/22	10/17/22	7-9a GMA Good Morning America	CM	7-9a	MTWTF--	: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: 10/10/22	10/16/22	MTWTF--		5				\$900.00		0.00			
		Week: 10/17/22	10/23/22	-----		0				\$0.00		0.00			
N 2	WPLG	10/10/22	10/17/22	11-12p The View The View 11a	CM	11-12n	MTWTF--	:30	5	\$600.00	P-4	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/22	10/16/22	MTWTF--		5				\$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>		
		2	WPLG	10/10/22-10/16/22	11-12p The View	11-12n	MTWThF----	:30		(\$600.00)		0.00	NM		
		See MG 3.6,3.7 [DNA: PRE-EMPTED PER NEWS-NICHOLAS CRUZ]													
		Week: 10/17/22	10/23/22	-----		0				\$0.00		0.00			
N 3	WPLG	10/10/22	10/17/22	12-1p LCL News LCL News 12n	CM	12-1p	MTWTF--	:30	5	\$500.00	P-4	0.00	NM	6	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/22	10/16/22	MTWTF--		5				\$500.00		0.00			

Order / Rev: 640795
 Alt Order #:
 Flight Dates: 10/10/22 - 10/23/22

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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--					5	\$500.00		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>		
4	WPLG	10/10/22-10/16/22		12-1p LCL News		12-1p			MTWThF----	:30	(\$500.00)	0.00	NM		
See MG 3.6,3.7															
[DNA: PRE-EMPTED PER NEWS-NICHOLAS CRUZ]															
6	WPLG	10/17/22-10/23/22		12-1p LCL News		12-1p			MTWThF----	:30	\$500.00	0.00	NM		
Ⓜ MG for 2.2,3.4															
7	WPLG	10/17/22-10/23/22		11-12p The View		11-12n			MTWThF----	:30	\$600.00	0.00	NM		
Ⓜ MG for 2.2,3.4															
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 4	WPLG	10/10/22	10/17/22	5-6p LCL News	CM	5-6p	MTWTF--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
				LCL News 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--					5	\$700.00		0.00			
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 5	WPLG	10/10/22	10/17/22	6-630p LCL News	CM	6-630p	MTWTF--	:30	5	\$1,400.00	P-4	0.00	NM	5	\$7,000.00
				LCL News 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--					5	\$1,400.00		0.00			
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 6	WPLG	10/10/22	10/17/22	Thu 9-10p	CM	9-10p	---T---	:30	1	\$4,000.00	LUR-1	0.00	NM	1	\$4,000.00
				Grey's Anatomy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	---T---					1	\$4,000.00		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	10/10/22-10/16/22		Thu 9-10p		9-10p			---Th-----	:30	(\$4,000.00)	0.00	NM		
See MG 6.2															
[PER SALES MANAGER DUE TO NOT MATCHING THE RATE CARD]															
2	WPLG	10/18/22-10/18/22		Tue 10-11p		10-11p			-T-----	:30	\$4,000.00	0.00	NM		
Ⓜ MG for 6.1 10/13															
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 7	WPLG	10/10/22	10/17/22	Mon 10-11p	CM	10-11p	M-----	:30	1	\$2,000.00	LUR-1	0.00	NM	1	\$2,000.00
				The Good Doctor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	M-----					1	\$2,000.00		0.00			
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 8	WPLG	10/10/22	10/17/22	7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$2,500.00	P-4	0.00	NM	5	\$12,500.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--					5	\$2,500.00		0.00			
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 9	WPLG	10/10/22	10/17/22	1030a-1130a This Week	CM	1030-1130a	-----S	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
				This Week With George Stepha											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S					1	\$600.00		0.00			
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N 10	WPLG	10/10/22	10/17/22	1130-1230p MichaelPutr	CM	1130a-1230p	-----S	:30	2	\$125.00	LUR-1	0.00	NM	2	\$1,000.00
				This Week in South Florida											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S					2	\$125.00		0.00			

Order / Rev: 640795
 Alt Order #:
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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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S					2	\$125.00		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>		
4	WPLG	10/10/22-10/16/22		1130-1230p MichaelPutney		1130a-1230p	-----Su	:30		(\$125.00)		0.00	NM		
See MG 10.6,10.7 [DOES NOT WANT LUR IN THIS TIME PERIOD]															
5	WPLG	10/10/22-10/16/22		1130-1230p MichaelPutney		1130a-1230p	-----Su	:30		(\$125.00)		0.00	NM		
See MG 10.6,10.7 [DOES NOT WANT LUR IN THIS TIME PERIOD]															
6	NPLG	10/10/22-10/16/22		1130-1230p MichaelPutney		1130a-1230p	-----Su	:30		\$500.00		0.00	NM		
Ⓜ MG for 10.5,10.4															
7	NPLG	10/10/22-10/16/22		1130-1230p MichaelPutney		1130a-1230p	-----Su	:30		\$500.00		0.00	NM		
Ⓜ MG for 10.5,10.4															
Week:		10/17/22	10/23/22	-----					0	\$0.00		0.00			
N11	WPLG	10/17/22	10/17/22	7-9a GMA	CM	7-9a	M-----	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$900.00		0.00			
N12	WPLG	10/17/22	10/17/22	11-12p The View	CM	11-12n	M-----	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
The View 11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$600.00		0.00			
N13	WPLG	10/17/22	10/17/22	12-1p LCL News	CM	12-1p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
LCL News 12n															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$500.00		0.00			
N14	WPLG	10/17/22	10/17/22	5-6p LCL News	CM	5-6p	M-----	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
LCL News 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$700.00		0.00			
N15	WPLG	10/17/22	10/17/22	6-630p LCL News	CM	6-630p	M-----	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
LCL News 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$1,400.00		0.00			
N16	WPLG	10/17/22	10/17/22	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$2,500.00		0.00			
N17	WPLG	10/17/22	10/17/22	Mon 10-11p	CM	10-11p	M-----	:30	1	\$2,000.00	LUR-1	0.00	NM	1	\$2,000.00
The Good Doctor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	M-----					1	\$2,000.00		0.00			
Totals													42	\$49,200.00	