

# 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:** 641448  
 Alt Order #:  
 Product Desc:  
 Estimate:  
 Flight Dates: 10/18/22 - 10/24/22  
 Original Date / Rev: 10/17/22 / 10/21/22  
 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	10/24/22	35	\$40,200.00	\$34,170.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	35	\$40,200.00	\$34,170.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$40,200.00</b>	<b>\$34,170.00</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	10/18/22	10/23/22	7-9a GMA Good Morning America	CM	7-9a	- 1111 - -	:30	4	\$900.00	P-4	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	- 1111 - -		4				\$900.00		0.00			
N 2	WPLG	10/18/22	10/23/22	11-12p The View The View 11a	CM	11-12n	- 1111 - -	:30	4	\$600.00	P-4	0.00	NM	4	\$2,400.00
		<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	- 1111 - -		4				\$600.00		0.00			
N 3	WPLG	10/18/22	10/23/22	12-1p LCL News LCL News 12n	CM	12-1p	- 1111 - -	:30	4	\$500.00	P-4	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	- 1111 - -		4				\$500.00		0.00			
N 4	WPLG	10/18/22	10/23/22	5-6p LCL News LCL News 5p	CM	5-6p (5:00 PM-5:30 PM)	- 1111 - -	:30	4	\$700.00	P-4	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	- 1111 - -		4				\$700.00		0.00			
N 5	WPLG	10/18/22	10/23/22	5-6p LCL News LCL News 5p	CM	5-6p (5:30 PM-6:00 PM)	- 1111 - -	:30	4	\$700.00	P-4	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	- 1111 - -		4				\$700.00		0.00			
N 6	WPLG	10/18/22	10/23/22		CM	7-730p	- 1111 - -	:30	4	\$2,500.00	P-4	0.00	NM	4	\$10,000.00

Order / Rev: 641448  
 Alt Order #:  
 Flight Dates: 10/18/22 - 10/24/22

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
				7-730p Wheel of Fortune 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	-1111--					4	\$2,500.00		0.00			
N 7	WPLG	10/18/22	10/23/22	Tue 10-11p The Rookie: Feds	CM	10-11p	-1-----	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	-1-----					1	\$4,000.00		0.00			
N 8	WPLG	10/18/22	10/23/22	1030a-1130a This Week This Week With George Stepha	CM	1030-1130a	-----1	: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:		10/17/22	10/23/22	-----1					1	\$600.00		0.00			
N 9	WPLG	10/18/22	10/23/22	1130-1230p MichaelPutr This Week in South Florida	CM	1130a-1230p	-----2	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	-----2					2	\$500.00		0.00			
N 10	WPLG	10/24/22	10/24/22	9-10a LCL News LCL News 9a	CM	9-10a (9:00 AM-9:30 AM)	1-----	: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:		10/24/22	10/30/22	1-----					1	\$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>		
1	WPLG	10/24/22-10/30/22	9-10a LCL News			9-10a	(9:00 AM-9:30 AM)-----	:30		\$500.00		0.00	NM		
[PER SALES MANAGER DUE TO OVERSELL]															
N 11	WPLG	10/24/22	10/24/22	11-12p The View The View 11a	CM	11-12n	1-----	: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:		10/24/22	10/30/22	1-----					1	\$600.00		0.00			
N 12	WPLG	10/24/22	10/24/22	12-1p LCL News LCL News 12n	CM	12-1p	2-----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/22	10/30/22	2-----					2	\$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>		
1	WPLG	10/24/22-10/30/22	12-1p LCL News			12-1p	M-----	:30		\$500.00		0.00	NM		
[PER SALES MANAGER DUE TO OVERSELL]															
N 13	WPLG	10/24/22	10/24/22	5-6p LCL News LCL News 5p	CM	5-6p	1-----	:30	1	\$700.00	P-4	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/22	10/30/22	1-----					1	\$700.00		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	10/24/22-10/30/22	5-6p LCL News			5-6p	M-----	:30		<del>(\$700.00)</del>		0.00	NM		
See MG 13.4 [PER SALES MANAGER. WANTS NEXT LEVEL]															
4	WPLG	10/24/22-10/30/22	5-6p LCL News			5-6p	M-----	:30		\$1,400.00		0.00	NM		
Ⓜ MG for 13.1 10/24															
N 14	WPLG	10/24/22	10/24/22	6-630p LCL News LCL News 6p	CM	6-630p	1-----	:30	1	\$2,500.00	P-4	0.00	NM	1	\$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:		10/24/22	10/30/22	1-----					1	\$2,500.00		0.00			
N 15	WPLG	10/24/22	10/24/22	7-730p Wheel of Fortune Wheel of Fortune	CM	7-730p	1-----	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/22	10/30/22	1-----					1	\$5,000.00		0.00			
													Totals	35	\$40,200.00