

# 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:** 641859  
 Alt Order #:  
 Product Desc:  
 Estimate:  
 Flight Dates: 10/25/22 - 10/28/22  
 Original Date / Rev: 10/24/22 / 10/24/22  
 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	10/28/22	20	\$30,800.00	\$26,180.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	20	\$30,800.00	\$26,180.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$30,800.00</b>	<b>\$26,180.00</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	10/25/22	10/28/22	7-9a GMA Good Morning America	CM	7-9a	- 1111 - -	:30	4	\$2,500.00	P-4	0.00	NM	4	\$10,000.00
		<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	- 1111 - -		4				\$2,500.00		0.00			
N 2	WPLG	10/25/22	10/28/22	10-11a Live/Kelly&Ryan Live with Kelly & Ryan 10	CM	10-11a	- 111 - - -	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<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	- 111 - - -		3				\$400.00		0.00			
N 3	WPLG	10/25/22	10/28/22	11-12p The View The View 11a	CM	11-12n	- 1111 - -	:30	4	\$1,500.00	P-4	0.00	NM	4	\$6,000.00
		<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	- 1111 - -		4				\$1,500.00		0.00			
N 4	WPLG	10/25/22	10/28/22	12-1p LCL News LCL News 12n	CM	12-1p	- 1111 - -	:30	4	\$1,000.00	P-4	0.00	NM	4	\$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: 10/24/22	10/30/22	- 1111 - -		4				\$1,000.00		0.00			
N 5	WPLG	10/25/22	10/28/22	5-6p LCL News LCL News 5p	CM	5-6p	- 1111 - -	:30	4	\$1,400.00	P-4	0.00	NM	4	\$5,600.00
		<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	- 1111 - -		4				\$1,400.00		0.00			
N 6	WPLG	10/25/22	10/28/22		CM	10-11p	- 1 - - - - -	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00

Order / Rev: 641859  
 Alt Order #:  
 Flight Dates: 10/25/22 - 10/28/22

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
				Tue 10-11p											
				The Rookie: Feds											
		<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	\$4,000.00		0.00			
													Totals	20	\$30,800.00