

# ORDER



**Orders**  
**Order / Rev:** 623519  
 Alt Order #:  
**Product Desc:** SEMINOLE TRIBE ASTOF  
**Estimate:** 9834 STOF  
**Flight Dates:** 10/14/21 - 10/15/21  
**Original Date / Rev:** 10/11/21 / 10/11/21  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Francisco Framil  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Optima Media  
**Buying Contact:** Chris Rumbley  
**Billing Contact:**  
 14006 Foxland Rd  
 Phoenix, MD 21131-1805

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

**Advertiser Name:** Seminole Tribe of Florida  
**Demographic:** A18+  
**Product Codes:** PL2 - Issues/Propositions  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-3

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/15/21	4	\$3,000.00	\$2,550.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	4	\$3,000.00	\$2,550.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$3,000.00</b>	<b>\$2,550.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Francisco Framil	MNAT	National	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	22	10/14/21	10/15/21	8P-9P Ahora con Oscar Haza	CM	8P-9P	---TF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
N 2	22	10/14/21	10/15/21	7P-8P M-F SEVCEC	CM	7P-8P M-F	---T---	:30	1	\$500.00	P-3	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:		10/11/21	10/17/21	---T---		1		\$500.00		0.00					
N 3	22	10/14/21	10/15/21	11P-1130P M-F 11P-1130P M-F	CM	11P-1130P	---T---	:30	1	\$500.00	P-3	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:		10/11/21	10/17/21	---T---		1		\$500.00		0.00					
													<b>Totals</b>	<b>4</b>	<b>\$3,000.00</b>

# New Order

**Agency:** Optima Media  
**Office:** Phoenix  
**Client:** 655 - Seminole Tribe of Florida  
**Product:** 814 - ASTOF

**Station:** WSBS-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 10/11/2021 9:36:18 AM

**Flight Start:** 10/13/2021  
**Flight End:** 10/15/2021  
**Hiatus:**

**Piggyback Product:**

**Estimate:** 9834 - STOF- FL Hispanic TV- 10.13  
 -10.15 ASTOF

**Airtime Dollars:** \$3,000.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$3,000.00  
**Total Spots:** 4

**Primary Demo:** A18+

**Local/National:** Local  
**Rep Office:** WSBS-TV  
**AE:** Francisco Framil

**Demo 2:**  
**Demo 3:**

**GRP:** 10.30  
**CPP:** \$291.26  
**GIMP:** 0  
**CPM:** \$0.00

**Phone:**  
**OrderID:** 11039444  
**Status:** Pending Review

**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len				Total Spots	A18+				
						10/13	10/14	10/15		Rtg	CPP	Imp	CPM	
1	WThFMTu 8P-9P »AHORA-O HAZA	PT	\$1,000.00	C	30	0	1	1	2	3.70	\$270.27			
513 Index: 205. Nielsen: 0.7														
2	WThFMTu 7P-8P »SEVCEC	PA	\$500.00	C	30	0	1	0	1	1.70	\$294.12			
513 Index: 192. Nielsen: 0.5														
3	WThFMTu 11P-11:30P »MEGA NEWS Late Edition	LN	\$500.00	C	30	0	1	0	1	1.20	\$416.67			
513 Index: 199. Nielsen: 0.1														
<b>Total Spots:</b>						0	3	1						
<b>Total GRP:</b>						0.0	6.6	3.7						
<b>Cash\$ - Spots: \$3,000.00 - 4 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$3,000.00 Total GRP - CPP: 10.3 - \$291.26 Total GIMP(000) - CPM: 0 - \$0.00</b>														

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Tammie Wingrove, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:**

Agency name: Optima Media

Address: 14006 Foxland Drive Phoenix, MD 21131

Contact: Tammie Wingrove

Phone number: 410-825-7034

Email: twingrove@mentzermedia.com

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: Seminole Tribe of Florida

Address: 5701 Sterling Road Davie, FL 33314

Contact: Rick Asnani

Phone number: 561-719-2117

Email: rick@csteam360.com

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

Chairman/CEO: Jim Allen

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

**Advertiser/Sponsor**

**Station Representative**

Signature: *Tammie Wingrove*

Signature: *Francisco Framil*

Name: Tammie Wingrove

Name: *FRANCISCO FRAMIL*

Date of Request to Purchase Ad Time: 4/30/21

Date of Station Agreement to Sell Time: *9/27/21*

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

Station Call Letters:

Date Received/Requested:

*WSBS*

*9/27/21*

Est. #:

Station Location:

Run Start and End Dates:

*MIAMI*

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.