

ORDER



Orders
Order / Rev: 622623
 Alt Order #:
Product Desc: SEMINOLE TRIBE ASTOF
Estimate: 9819 - STOF- FL Hispanic TV- ASTOF
Flight Dates: 10/06/21 - 10/12/21
Original Date / Rev: 10/04/21 / 10/04/21
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: 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
10/04/21	10/12/21	11	\$7,250.00	\$6,162.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	11	\$7,250.00	\$6,162.50	0.00
Totals	11	\$7,250.00	\$6,162.50	0.00

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	10/06/21	10/12/21	9P-10P M-F BAYLY	CM	9P-10P-TH-F-M- (9:00 PM-10:00 PM)	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/21	10/10/21	--111--		3				\$850.00		0.00			
		Week: 10/11/21	10/17/21	11-----		2				\$850.00		0.00			
N 2	22	10/06/21	10/12/21	11P-1130P M-F MEGA NEWS LATE EDITION	CM	11P-1130P-F-TU (11:00 PM-11:30 PM)	-1-11--	:30	3	\$500.00	P-3	0.00	NM	3	\$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: 10/04/21	10/10/21	---11--		2				\$500.00		0.00			
		Week: 10/11/21	10/17/21	-1-----		1				\$500.00		0.00			
N 3	22	10/06/21	10/12/21	7P-8P M-F SEVCEC	CM	7P-8P M-F	MT-T---	:30	3	\$500.00	P-3	0.00	NM	3	\$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: 10/04/21	10/10/21	---T---		1				\$500.00		0.00			
		Week: 10/11/21	10/17/21	MT-----		2				\$500.00		0.00			
													Totals	11	\$7,250.00

New Order

Agency: Optima Media
Office: Phoenix
Client: 655 - Seminole Tribe of Florida
Product: 814 - ASTOF
Piggyback Product:
Estimate: 9819 - STOF- FL Hispanic TV- 10.6-10.12 ASTOF

Station: WSBS-TV
Order Type: Normal
Cancel Date:
Received in ePort: 10/4/2021 12:36:31 PM

Flight Start: 10/06/2021
Flight End: 10/12/2021
Hiatus:

Primary Demo: A18+
Demo 2:
Demo 3:
GRP: 25.70
CPP: \$282.10
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WSBS-TV
AE: Francisco Framil
Phone:
OrderID: 11022065
Status: Pending Review

Airtime Dollars: \$7,250.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$7,250.00
Total Spots: 11

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total Spots	A18+			
						10/6	10/7	10/8	10/9	10/10	10/11	10/12		Rtg	CPP	Imp	CPM
1	WThFMTu 9P-10P »BAYLY	PT	\$850.00	C	30	1	1	1	0	0	1	1	5	3.40	\$250.00		
513 Index: 197. Nielsen: 0.6																	
2	WThFMTu 7P-8P »SEVCEC	PA	\$500.00	C	30	0	1	0	0	0	1	1	3	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	1	0	0	0	1	3	1.20	\$416.67		
513 Index: 199. Nielsen: 0.1																	
Total Spots:						1	3	2	0	0	2	3					
Total GRP:						3.4	6.3	4.6	0.0	0.0	5.1	6.3					
Cash\$ - Spots: \$7,250.00 - 11 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$7,250.00 Total GRP - CPP: 25.7 - \$282.10 Total GIMP(000) - CPM: 0 - \$0.00																	

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: <i>Tammie Wingrove</i>	Signature: <i>Francisco Framil</i>
Name: Tammie Wingrove	Name: <i>FRANCISCO FRAMIL</i>
Date of Request to Purchase Ad Time: 4/30/21	Date of Station Agreement to Sell Time: <i>9/27/21</i>

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: <i>WSBS</i>	Date Received/Requested: <i>9/27/21</i>
Est. #:	Station Location: <i>MIAMI</i>	Run Start and End Dates:

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.