

ORDER**Orders**

Order / Rev: 752406
Alt Order #:
Product Desc: FRIENDS OF FITZGERALD-NEUHARD
Estimate: 2199
Flight Dates: 07/16/14 - 07/22/14
Original Date / Rev: 07/15/14 / 07/15/14
Order Type: GENERAL

WJW-TV

Primary AE: Justin Votta
Sales Office: DC-T
Sales Region: NAT

Agency

Name: New Media Firm
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

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

Advertiser

Name: Fitzgerald/D/Governor
Demographic: A25-54
Product Codes: PL1Eb - State Governor/Democrat
Priority: 6
Revenue Codes: SP-POL, CAN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/30/14	07/22/14	40	\$31,300.00	\$26,605.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2014	40	\$31,300.00	\$26,605.00	0.00
Totals	40	\$31,300.00	\$26,605.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta	DC-T	NAT	Start Of Order - End Of Order	100%

d Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
-T-----		:30	1	\$500.006		0.00	NM	1	\$500.00

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 Estimate: 2199
 WJW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	07/22/14	07/22/14	M-F 5a-530a M-F 5a-530a	CM-All	5a-530a	-T-----	:30	1	\$500.006		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: 07/21/14	07/27/14	-T-----					1	\$500.00		0.00			
N 2	8	07/17/14	07/22/14	M-F 530a-6a M-F 530a-6a	CM-All	530a-6a	MT-T---	:30	1	\$700.006		0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	---T---					1	\$700.00		0.00			
		Week: 07/21/14	07/27/14	MT-----					2	\$700.00		0.00			
N 3	8	07/17/14	07/17/14	M-F 6a-8a Rotator M-F 6a-8a (6:00 AM-6:30 AM)	CM-All	6a-8a Rotator	---T---	:30	1	\$1,100.004		0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	---T---					1	\$1,100.00		0.00			
N 4	8	07/18/14	07/22/14	M-F 6a-8a Rotator M-F 6a-8a (6:30 AM-7:00 AM)	CM-All	6a-8a Rotator	MT--F--	:30	1	\$1,100.004		0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	----F--					1	\$1,100.00		0.00			
		Week: 07/21/14	07/27/14	MT-----					2	\$1,100.00		0.00			
N 5	8	07/21/14	07/21/14	M-F 6a-8a Rotator M-F 6a-8a (7:00 AM-7:30 AM)	CM-All	6a-8a Rotator	M-----	:30	1	\$1,100.004		0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/14	07/27/14	M-----					1	\$1,100.00		0.00			
N 6	8	07/16/14	07/21/14	M-F 8a-9a M-F 8a-9a (8:00 AM-8:30 AM)	CM-All	8a-9a News	M-WT---	:30	1	\$1,000.004		0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	--WT---					2	\$1,000.00		0.00			
		Week: 07/21/14	07/27/14	M-----					1	\$1,000.00		0.00			
N 7	8	07/18/14	07/22/14	M-F 9a-10a M-F 9a-10a (9:00 AM-9:30 AM)	CM-All	9a-10a	-T--F--	:30	1	\$750.006		0.00	NM	2	\$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: 07/14/14	07/20/14	----F--					1	\$750.00		0.00			
		Week: 07/21/14	07/27/14	-T-----					1	\$750.00		0.00			
N 8	8	07/19/14	07/19/14	Sa 7a-8a Fox 8 Early News 7a-8a	CM-All	Sa 7a-8a	-----S-	:30	1	\$500.006		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: 07/14/14	07/20/14	-----S-					1	\$500.00		0.00			
N 9	8	07/20/14	07/20/14	Su 7a-8a Fox 8 Early News 7a-8a	CM-All	Su 7a-8a	-----S	:30	1	\$500.006		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: 07/14/14	07/20/14	-----S					1	\$500.00		0.00			
N 10	8	07/16/14	07/18/14	M-F 10a-11a M-F 10a-11a	CM-All	10a-11a	--W-F--	:30	2	\$350.008		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	--W-F--					2	\$350.00		0.00			
N 11	8	07/17/14	07/22/14	M-F 12p-1p Noon News M-F 12p-1p Noon News	CM-All	12p-1p Noon News	-T-T---	:30	1	\$350.008		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	---T---					1	\$350.00		0.00			
		Week: 07/21/14	07/27/14	-T-----					1	\$350.00		0.00			
N 12	8	07/16/14	07/18/14	M-F 5p-6p News M-F 5p-6p News	CM-All	5p-6p News	--W-F--	:30	2	\$800.006		0.00	NM	2	\$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: 07/14/14	07/20/14	--W-F--					2	\$800.00		0.00			
N 13	8	07/17/14	07/22/14	M-F 6p-7p News M-F 6p-7p News	CM-All	6p-7p News	MT-T---	:30	1	\$1,000.006		0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/14/14	07/20/14	---T---					1	\$1,000.00		0.00			
		Week: 07/21/14	07/27/14	MT-----					2	\$1,000.00		0.00			
N 14	8	07/16/14	07/18/14	M-F 7p-730p News	CM-All	7p-730p News	--W-F--	:30	2	\$1,000.004		0.00	NM	2	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7p-730p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/14/14	07/20/14	--W-F--					2	\$1,000.00		0.00			
N 15	8	07/19/14	07/19/14	Sa 6p-7p (no Baseball)	CM-All	6p-7p News	-----S-	:30	1	\$750.004		0.00	NM	1	\$750.00
Sat Early News 6p-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S-					1	\$750.00		0.00			
N 16	8	07/20/14	07/20/14	Su 6p-7p News	CM-All	6p-7p News	-----S	:30	1	\$750.004		0.00	NM	1	\$750.00
Su 6p-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S					1	\$750.00		0.00			
N 17	8	07/17/14	07/22/14	M-F 10p-1030p	CM-All	10p-1030p	MT-T---	:30	1	\$1,600.006		0.00	NM	3	\$4,800.00
M-F 10p-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/14/14	07/20/14	---T---					1	\$1,600.00		0.00			
Week:		07/21/14	07/27/14	MT-----					2	\$1,600.00		0.00			
N 18	8	07/18/14	07/22/14	M-F 11a-12p	CM-All	11a-12p	MT--F--	:30	1	\$300.006		0.00	NM	3	\$900.00
M-F 11a-12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/14/14	07/20/14	----F--					1	\$300.00		0.00			
Week:		07/21/14	07/27/14	MT-----					2	\$300.00		0.00			
N 19	8	07/16/14	07/22/14	M-F 3p-4p	CM-All	3p-4p	MTWTF--	:30	1	\$500.006		0.00	NM	5	\$2,500.00
M-F 3p-4p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/14/14	07/20/14	--WTF--					3	\$500.00		0.00			
Week:		07/21/14	07/27/14	MT-----					2	\$500.00		0.00			
													Totals	40	\$31,300.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, The New Media Firm,

being/on behalf of: Friends of FitzGerald-Neuhardt, a legally

qualified candidate of the Democratic political

party for the office of: Governor-Lt. Governor

in the General

election to be held on: November 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

Total Charges: See Schedule

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

n/a

I represent that the payment for the above described broadcast time has been furnished by:

Friends of FitzGerald-Neuhardt

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jeffrey Ruppert

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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 PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/15/2014

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title