

ASGK Public Affairs
5/19-5/28/15
2139537

POLITICAL FILE CHECK LIST

- Sent Statement of Policy on Political Advertising
- Original Order and Any revisions to order
- Station Contract
- Certification from (Federal only) N/A
- NAB form including authorized officers, directors, agents
- Rebate information
- Copy orders sent to Champaign office sent 5/18/15
- ~~Check~~ CC

*Note: Class of time must be shown on contracts and invoices.
Retention Period: Two Years*



Buy Detail Report

Revision #: _____

Date: 5/15/2015

Client: ASGK Public Affairs
 Media: TV
 Product: Exelon
 Campaign: Campaign-Sprngfld-Dir DMA
 Primary Demo: Adults 25+
 Estimate: 2063
 Description: Exelon Campaign TV Tu 5-18 thru F 5-29
 Flight Start Date: 5/18/2015 05:00 AM
 Flight End Date: 5/31/2015 04:59 AM
 Survey: Feb15 DMA Nielsen Live+1
 Separation between spots: 30
 Buyer: Savannah Guyer

#2139537

Line	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 5/18	Wks 5/25	Total Spots	Adults 25+ Rtg/CPP
VRSP-S2									
7	M,F 5:00p-5:30p FAMILY FEUD	EN	\$75.00	\$63.75	30	0	1	1	2.0 \$37.50
8	TUWTH 5:00p-5:30p FAMILY FEUD	EN	\$75.00	\$63.75	30	3	3	6	1.7 \$44.12
9	M,F 5:30p-6:00p FAMILY FEUD B	EN	\$75.00	\$63.75	30	1	1	2	1.4 \$53.57
10	TUWTH 5:30p-6:00p FAMILY FEUD	EN	\$75.00	\$63.75	30	3	3	6	1.2 \$62.50
11	M,F 6:00p-6:30p BIG BANG THEORY	EN	\$300.00	\$255.00	30	0	1	1	2.8 \$107.14
12	TUWTH 6:00p-6:30p BIG BANG THEORY	EN	\$300.00	\$255.00	30	3	3	6	2.7 \$91.07
13	M,F 6:30p-7:00p BIG BANG THEORY B	EN	\$300.00	\$255.00	30	1	1	2	3.4 \$88.24
14	TUWTH 6:30p-7:00p BIG BANG THEORY	EN	\$300.00	\$255.00	30	3	3	6	3.5 \$75.00
15	M,F 9:00p-10:00p FOX NEWS@9	LN	\$200.00	\$170.00	30	0	1	1	1.8 \$72.86
16	TUWTH 9:00p-10:00p NEWSCHANNEL AT 9P	LN	\$200.00	\$170.00	30	3	3	6	1.4 \$142.86

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 Media: TV
 Description: Exelon Campaign TV Tu 5-18 thru F 5-29
 Product: Exelon
 Flight Start Date: 5/18/2015 05:00 AM
 Flight End Date: 5/31/2015 04:59 AM
 Market: Campaign-Springfld-Dtr DMA
 Primary Demo: Adults 25+
 Survey: Feb15 DMA Nielsen Live+1
 Separation between spots: 30
 Buyer: Savannah Guyer

Line	Daypart	Daypart Code	STN Gross	STN Net	Dur	Wks	Total Spots	Adults 25+
to	Program						Rtg	CPP

VRSP-S2

Total Spots: 17 20
 Total GRP/GIMP(000): 36.3 42.9
 Total CPP/CPM:
 Total Cost: \$7,025.00 \$5,971.25
 37 \$121.43
 79.2
 \$88.70
 \$75.39

Signature: 



WRSP+WCCU Combo 100/0 (WRS
2680 E Cook St
Springfield, IL 62703

Contract # 2139537

Schedule Dates

05/19/15-05/28/15

Advertiser

ASGK Public Affairs (102307)

Agency

Amedia LLC (6680)

Product

POLITICAL ISSUE (ns) (1187)

Brand

EXELON (433822)

Salesperson

HOUSE-SPRINGFIELD/CHAMPAI, WICS+ (1334)

Sales Office

WICD

Buyer Name

Guyer, Savannah

Phone/Fax

/

CPE

2063

Account Types

Regional/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

Date Entered 05/18/15

Last Modified 05/18/15

Entered By Jennifer Valenti

CO-OP No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,053.75

Net Total

\$5,971.25

Sales Tax

WRSP+WCCU Combo 100/0 (WRS+)

By Broadcast Month

May, 2015

Grand Total:

Spots

37

37

Rate

\$7,025.00

\$7,025.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	05/25/15-05/25/15	3	:30	5P-5:30P (CST)	1	1							1	\$75.00	\$75.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
2.0	Normal Line / SPOT	05/19/15-05/28/15	3	:30	5P-5:30P (CST)	1		1	1	1				6	\$75.00	\$450.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
3.0	Normal Line / SPOT	05/22/15-05/25/15	3	:30	5:30P-6P (CST)	1				1				2	\$75.00	\$150.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
4.0	Normal Line / SPOT	05/19/15-05/28/15	3	:30	5:30P-6P (CST)	1		1	1	1				6	\$75.00	\$450.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
5.0	Normal Line / SPOT	05/25/15-05/25/15	3	:30	6P-6:30P (CST)	1	1							1	\$300.00	\$300.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
6.0	Normal Line / SPOT	05/19/15-05/28/15	3	:30	6P-6:30P (CST)	1		1	1	1				6	\$300.00	\$1,800.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
7.0	Normal Line / SPOT	05/22/15-05/25/15	3	:30	6:30P-7P (CST)	1				1				2	\$300.00	\$600.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
8.0	Normal Line / SPOT	05/19/15-05/28/15	3	:30	6:30P-7P (CST)	1		1	1	1				6	\$300.00	\$1,800.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
9.0	Normal Line / News	05/25/15-05/25/15	3	:30	9P-10P (CST)	1	1							1	\$200.00	\$200.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15
10.0	Normal Line / News	05/19/15-05/28/15	3	:30	9P-10P (CST)	1		1	1	1				6	\$200.00	\$1,200.00	WRSP+WCCU Combo 100/0 (WRS		5/18/15

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRSP - CHAMPAIGN	Date: 5/19 - 5/29
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I, ASGK PUBLIC STRATEGIES
do hereby request station time concerning the following issue:

EXELON

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

Total Charges:

This broadcast time will be used by: EXELON

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes No

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

ASGK

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

MAYO SHATTUCK - CHAIRMAN
CHRISTOPHER CRANE - CEO/PRESIDENT

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

05/18/2015 *Yuri Sandoval* 312-664-0153
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected

Jennifer E. Valenti Jennifer E. Valenti LSM
Signature Printed Name Title

(Put on STATION LETTERHEAD)
DBA: WICS-TV

**CARDHOLDER MUST FAX OR MAIL TO: SPRINGFIELD REGIONAL CREDIT HUB
FAX: 217-753-8177 - 2680 E COOK ST, SPRINGFIELD, IL 72703
OR HAND-DELIVER SIGNED AUTHORIZATION TO STATION
(DO NOT SEND ELECTRONICALLY or VIA EMAIL)**

The Cardholder (as set forth below on the line requesting the cardholder name, the "Cardholder") hereby authorizes the entity doing business as WICS-TV to charge the Cardholder's credit card account for goods and services provided by WICS-TV, as included on the invoice and/or sales contracts listed below. In the event that the Cardholder chooses to provide the information contained herein to WICS-TV electronically (including via email), the Cardholder hereby waives any and all claims that it may have against the entity doing business as WICS-TV, any affiliates thereof, and any officers, directors, employees or agents of any such entities, as a result of the unauthorized disclosure of any of Cardholder's personal or confidential information. The Cardholder represents that the information listed below is correct and valid and that the party signing this authorization on the line requesting Card Holder Signature is authorized to sign on behalf of the Cardholder.

WICS/WICD, WRSP/WCCU, WBUI, KDNL, KBSI, WDKA, KOCB, KOKH, WLFL, WRDC, KSAS/KAAS, KMTW, KHQA, KTVO, KRCG, WHOI, KATV, KTUL

****Please note: The billing statement will come over as "WICS-TV"*****

Cardholder Name: Yuri Samovalov

Billing Address of Card Listed Below: 730 N. Franklin St., Suite 450

City: Chicago State: IL Zip: 60654

Telephone: 312-664-0153

Company Name: ASGK Public Strategies

Card Type: MasterCard Visa AMEX Discover

Amount: \$5,971

Card Account Number: [REDACTED]
(Please do **NOT** put your security (CVV/ CVC) code on this form.)

Card Expiration Date: 04/20

Card Holder Signature: *Yuri Samovalov*

Date Signed / Approved: 05/18/2015

Invoice Numbers: Exelon NPI - WRSP

Sales Contract Numbers: #2139537

Promotional Event: _____