

ORDER



Orders
Order / Rev: 2000
Alt Order #:
Product Desc: CANDIDATE
Estimate: 94
Flight Dates: 08/08/16 - 08/14/16
Original Date / Rev: 08/04/16 / 08/04/16
Order Type: GENERAL

WDTV
Primary AE: Continental Washington DC
Sales Office: NAT
Sales Region: National

Agency Name: **Brabender Cox LLC**
Buying Contact:
Billing Contact:
 108 South St, 3rd Floor
 Leesburg, VA 20175

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

Advertiser Name: **Bill Cole for Governor**
Demographic: HH
Product Codes: Candidates
Priority: P-08
Revenue Codes: AGY, POL, POL-CAND

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/14/16	14	\$1,325.00	\$1,126.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	14	\$1,325.00	\$1,126.25	0.00
Totals	14	\$1,325.00	\$1,126.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC	NAT	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	WDTV	08/08/16	08/12/16	M-F 9A-10A M-F	CM	9A-10A	----F--	:30	1	\$25.00	P-01	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	----F--					1	\$25.00		0.00			
N 2	WDTV	08/08/16	08/14/16	M-F 10A-11A M-F	CM	10A-11A	----1--	:30	1	\$30.00	P-01	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	----1--					1	\$30.00		0.00			
N 3	WDTV	08/08/16	08/14/16	M-F 11A-12P M-F	CM	10:58:26A-12P	----1--	:30	1	\$50.00	P-01	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	----1--					1	\$50.00		0.00			
N 4	WDTV	08/08/16	08/14/16	M-F LOCAL NEWS @ 11P M-F LOCAL NEWS@11P	CM	11P-1135P	---1---	:30	1	\$115.00	P-01	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	---1---					1	\$115.00		0.00			
N 5	WDTV	08/08/16	08/14/16	THE LATE SHOW THE LATE SHOW	CM	1135P-1237A	--1----	:30	1	\$35.00	P-01	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	--1----					1	\$35.00		0.00			
N 6	WDTV	08/08/16	08/14/16	THE LATE LATE SHOW THE LATE LATE SHOW	CM	1237A-137A	1--1---	:30	2	\$20.00	P-01	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	1--1---					2	\$20.00		0.00			

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 Estimate: 94

WDTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WDTV	08/08/16	08/14/16	THURSDAY PRIME HR 0M THURSDAY PRIME HR 1A		8P-830P	---T---	:30	1	\$500.00	P-01	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: 08/08/16	08/14/16	---T---		1				\$500.00		0.00			
N 8	WDTV	08/08/16	08/14/16	5 NEWS WEEKEND @ 6M SA-SU 5 NEWS @ 6P		6P-630P	-----S-	:30	1	\$50.00	P-01	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-----S-		1				\$50.00		0.00			
N 9	WDTV	08/08/16	08/14/16	SA-SUN 12P-7P SA-SUN 12-6PM	CM	12P-6P	-----11	:30	2	\$50.00	P-01	0.00	NM	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: 08/08/16	08/14/16	-----11		2				\$50.00		0.00			
N 10	WDTV	08/08/16	08/14/16	CBS SUNDAY MORNINGM CBS SUNDAY MORNING		9A-1030A	-----S	:30	1	\$55.00	P-01	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-----S		1				\$55.00		0.00			
N 11	WDTV	08/08/16	08/14/16	5 SS 6P LATE NEWS SASU 6P LATE NEWS	CM	VARIOUS	-----S	:30	1	\$50.00	P-01	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-----S		1				\$50.00		0.00			
N 12	WDTV	08/08/16	08/14/16	SUNDAY PRIME HR 1 SUNDAY PRIME HR 1	CM	7P-8P	-----S	:30	1	\$275.00	P-01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/16	08/14/16	-----S		1				\$275.00		0.00			
													Totals	14	\$1,325.00

New Order

Agency: Brabender Cox
Office: Leesburg
Client: 21 - Bill Cole for Governor
Product: 28 - Candidate
Piggyback Product:
Estimate: 94 - COLE_Broadcast TV_08 08 2016

Station: WDTV-TV
Order Type: Normal
Cancel Date:
Received in ePort: 8/4/2016 6:41:38 AM

Flight Start: 08/08/2016
Flight End: 08/14/2016
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 47.10
CPP: \$28.13
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WDTV-TV
AE: Timothy Defazio
Phone:
OrderID: 5264799
Status: New

Airtime Dollars: \$1,325.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$1,325.00
Total Spots: 14

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/8 - 8/14							Total Spots	A35+			
						8/8	8/9	8/10	8/11	8/12	8/13	8/14		Rtg	CPP	Imp	CPM
1	MTuWThF 9A-10A LIVE WITH KELLY & MICHAEL	DT	\$25.00	C	30	0	0	0	0	1	0	0	1	3.80	\$6.58		
JULY 2015																	
2	MTuWThF 10A-11A ANDY GRIFFITH SHOW	DT	\$30.00	C	30	0	0	0	0	1	0	0	1	3.30	\$9.09		
JULY 2015																	
3	MTuWThF 11A-12P THE PRICE IS RIGHT	DT	\$50.00	C	30	0	0	0	0	1	0	0	1	4.10	\$12.20		
JULY 2015																	
4	MTuWThF 11P- 11:30P NEWS 5 @ 11 PM	LN	\$115.00	C	30	0	0	0	1	0	0	0	1	3.60	\$31.94		
JULY 2015																	
5	MTuWThF 11:30P- 12:30A LATE SHOW W/ STEPHEN COLBERT	LF	\$35.00	C	30	0	0	1	0	0	0	0	1	1.00	\$35.00		
JULY 2015																	
6	MTuWThF 12:30A- 1:30A THE LATE LATE SHOW	RT	\$20.00	C	30	1	0	0	1	0	0	0	2	2.00	\$10.00		
JULY 2015																	

New Order (Page 2)

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Order ID: 5264799
Estimate: 94 - COLE_Broadcast TV_08 08 2016

Flight Start: 08/08/2016

Flight End: 08/14/2016

Received in ePort: 8/4/2016 6:41:38 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/8	8/9	8/10	8/11	8/12	8/13	8/14	Total Spots	A35+			
														Rtg	CPP	Imp	CPM
7	Th 8P-8:30P BIG BANG	PT	\$500.00	C	30	0	0	0	1	0	0	0	1	3.70	\$135.14		
JULY 2015																	
8	Sa 6P-6:30P NEWS 5 SATURDAY @ 6 PM	EN	\$50.00	C	30	0	0	0	0	0	1	0	1	3.20	\$15.62		
JULY 2015																	
9	SaSu 12P-6P CBS GOLF	RT	\$50.00	C	30	0	0	0	0	0	1	1	2	3.50	\$14.29		
JULY 2015																	
10	Su 9A-10:30A CBS SUNDAY MORNING NEWS	RT	\$55.00	C	30	0	0	0	0	0	0	1	1	2.80	\$19.64		
JULY 2015																	
11	Su 6P-6:30P NEWS 5 SUNDAY @ 6 PM	EN	\$50.00	C	30	0	0	0	0	0	0	1	1	4.90	\$10.20		
JULY 2015																	
12	Su 7P-8P 60 MINUTES	PT	\$275.00	C	30	0	0	0	0	0	0	1	1	5.70	\$48.25		
JULY 2015																	
Total Spots:						1	0	1	3	3	2	4					
Total GRP:						2.0	0.0	1.0	9.3	11.2	6.7	16.9					
Cash\$ - Spots: \$1,325.00 - 14 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$1,325.00 Total GRP - CPP: 47.1 - \$28.13 Total GIMP(000) - CPM: 0 - \$0.00																	

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: WDTV 5 TELEVISION DRIVE, BRIDGEPORT, WV 26330	Date: 8/8/2016
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I, BRABENDERCox LLC,

being/on behalf of: BILL COLE,

a legally qualified candidate of the REPUBLICAN

political party for the office of: GOVERNOR

in the 2016 GENERAL

election to be held on: NOVEMBER 08 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$1,325.00

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

FRIENDS OF BILL COLE

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:

BRYAN REED

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 PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/8/2016

Date

Liz Brabender Kundu

Digitally signed by Liz Brabender Kundu
Date: 2016.04.06 11:07:05 -04'00'

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Tim DeFazio

Digitally signed by Tim DeFazio
Date: 2016.08.04 11:15:20 -04'00'

Signature

Tim DeFazio

Printed Name

General Manager

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, **BRABENDERCox LCC**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Liz Brabender Kundu

Digitally signed by Liz Brabender Kundu
Date: 2016.01.21 21:08:41 -05'00'

signature of candidate or authorized committee

LIZ BRABENDER KUNDU

printed name

8/8/2016

date