

## 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
<b>Totals</b>	<b>14</b>	<b>\$1,325.00</b>	<b>\$1,126.25</b>	<b>0.00</b>

## 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			

Order / Rev: 2000  
 Alt Order #:  
 Flight Dates: 08/08/16 - 08/14/16

Advertiser: Bill Cole for Governor  
 Product Desc: CANDIDATE  
 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 CM 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

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

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	8/9	8/10	8/11	8/12	8/13	8/14	Total Spots	A35+ 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)

**Agency:** Brabender Cox  
**Client:** 21 - Bill Cole for Governor

**Station:** WDTV-TV  
**Product:** 28 - Candidate

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	8/7/2016								Received in report: 8/4/2016 6:41:38 AM				
						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

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**