

ORDER



WSAV Savannah

WSAV Local House

Orders
Order / Rev: 861586
Alt Order #:
Product Desc: 2016 Primary Election TV
Estimate: Judge JOhn MONroe
Flight Dates: 05/16/16 - 05/29/16
Original Date / Rev: 05/10/16 / 05/11/16
Order Type: REG

Primary AE: WSAV Local House
Sales Office: L-MGS
Sales Region: Loc

Agency Name: Monroe Marketing
Buying Contact:
Billing Contact:
 PO Box 14558
 Savannah, GA 31416

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

Advertiser Name: POL/Judge John Monroe
Demographic: A24-50
Product Codes: PL6
Priority: NA
Revenue Codes: AGY, POL, POL-CAND

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
04/25/16	05/23/16	21	\$3,255.00	\$2,766.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2016	21	\$3,255.00	\$2,766.75	74.70
Totals	21	\$3,255.00	\$2,766.75	74.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WSAV Local House			Start Of Order - End Of Order	100%

Order Share	Share	Total
WSAV Savannah	30%	\$3,255.00
Market	100%	\$10,850.00

Competitive Share	Share	Total
ABVH	0%	\$0.00
CABLE	0%	\$0.00
ESAV	0%	\$0.00
FSAV	0%	\$0.00
UNKWN	0%	\$0.00
WGSA	0%	\$0.00
WJCL	10%	\$1,085.00
WJWJ	0%	\$0.00
WTGS	10%	\$1,085.00
WTOC	50%	\$5,425.00
WWAN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSAV	05/17/16	05/19/16	Local News @ 6a Coastal Sunrise	CM	6-7a	-T-T---	:30	2	\$100.00	P3	1.80	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/16/16	05/22/16	-T-T---		2		\$100.00		1.80					
N 2	WSAV	05/16/16	05/23/16	Today Show M-F Today Show M-F	CM	7-9a	MTWT---	:30	4	\$125.00	P3	3.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Rev: 861586
 Order #:
 Dates: 05/16/16 - 05/29/16

Advertiser: POL/Judge John Monroe
 Product Desc: 2016 Primary Election TV
 Estimate: Judge JONh MONroe

WSAV Savannah

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WSAV	05/16/16	05/23/16	Today Show M-F Today Show M-F	CM	7-9a	MTWT---	:30	4	\$125.00	P3	3.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	MTWT---					4	\$125.00		3.00			
		Week: 05/23/16	05/29/16	M-----					1	\$125.00		3.00			
N 3	WSAV	05/21/16	05/21/16	Today Show Sa Today Show Sat	CM	7-9a	-----S-	:30	1	\$70.00	P3	1.60	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	-----S-					1	\$70.00		1.60			
N 4	WSAV	05/22/16	05/22/16	Today Show Su Today Show Sun	CM	8-9a	-----S	:30	1	\$70.00	P3	1.70	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	-----S					1	\$70.00		1.70			
N 6	WSAV	05/16/16	05/22/16	Local News @ 5p WSAV 5p News	CM	5-530p	M-W----	:30	2	\$100.00	P3	2.90	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	M-W----					2	\$100.00		2.90			
N 7	WSAV	05/16/16	05/22/16	Local News @530p WSAV 530p News	CM	530-6p	-T-T---	:30	2	\$120.00	P3	2.30	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	-T-T---					2	\$120.00		2.30			
N 8	WSAV	05/18/16	05/23/16	Local News @ 6p WSAV 6p News	CM	6-630p	M-W-F--	:30	3	\$220.00	P3	4.50	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	--W-F--					2	\$220.00		4.50			
		Week: 05/23/16	05/29/16	M-----					1	\$220.00		4.50			
N 16	WSAV	05/16/16	05/22/16	M-F 4-5p M-F 4-5p	CM	4-5p	---TF--	:30	2	\$70.00	P3	3.20	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/16	05/22/16	---TF--					2	\$70.00		3.20			
N 17	WSAV	05/23/16	05/23/16	Local News @ 5p WSAV 5p News	CM	5-530p	M-----	:30	1	\$100.00	P3	2.90	NM	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: 05/23/16	05/29/16	M-----					1	\$100.00		2.90			
N 22	WSAV	05/23/16	05/23/16	Wheel of Fortune Wheel of Fortune	CM	7-730p	M-----	:30	1	\$475.00	P3	10.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/16	05/29/16	M-----					1	\$475.00		10.00			
N 23	WSAV	05/23/16	05/23/16	Jeopardy Jeopardy	CM	730-8p	M-----	:30	1	\$475.00	P3	9.60	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/16	05/29/16	M-----					1	\$475.00		9.60			
													Totals	21	\$3,255.00

801586

Client: JUDGE JOHN MORSE
Product: 2016 PRIMARY ELECTION TV
Campaign: 2016 PRIMARY ELECTION TV

Station Order

Rev #: 0
Flight From: 05/16/2016 to 05/23/2016

Rev Code 2
Political candidate
Priority Code
Spot on
Monroe Marketing
P O Box 14558
Savannah, GA 31416
912-920-6210

Estimate No.:
Contract No.:
Job No.:

Market: SAVANNAH
Station: WSAV
Station Contact: DEB WEBB

Buyer Name: Melissa Mixon
Sweeps: Share Feb 2016 -> HUT/PUT May 15

Actg. Order No.: 585
WS Order No.: 3151
Contract No.:

Important Note: This order contains spots that are scheduled on specific days. Please note boldfaced and asterisked weeks below and refer to specific day scheduling page, starting on the page titled "Daily breakout by week".

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Net Percent		May 16	May 23	Total Spots	DMA		CDMA	
				Rate/ Total	Rate/ Total	Rate/ Total	Rate/ Total				P 25+ (R)	P 25+ (R)		
1	-T-R-- 06:00A-07:00A	EM 30	COASTAL SUNRIS	\$100.00	\$85.00	2*	.	.	2	1.8	1.5	\$55.56	\$66.67	
2	MTWR--- 07:00A-09:00A	EM 30	TODAY SHW	\$125.00	\$106.25	4*	1*	.	5	3.0	2.3	\$41.67	\$54.35	
3	-----S- 07:00A-09:00A	EM 30	SAT TODAY-NBC	\$625.00	\$531.25	1*	.	.	1	1.6	1.1	\$43.75	\$63.64	
4	-----Su 08:00A-09:00A	EM 30	SUN TODAY-NBC	\$70.00	\$59.50	1*	.	.	1	1.7	1.1	\$41.18	\$63.64	
5	---RF-- 04:00P-05:00P	EF 30	JUDGE JUDY	\$70.00	\$59.50	2*	.	.	2	3.2	4.6	\$21.88	\$15.22	
6	M-W----- 05:00P-05:30P	EN 30	NEWS AT 5	\$100.00	\$85.00	2*	1*	.	3	2.9	3.7	\$34.48	\$27.03	
7	-T-R-- 05:30P-06:00P	EN 30	NEWS AT 5:30	\$120.00	\$102.00	2*	.	.	2	2.3	3.7	\$52.17	\$32.43	
8	M-W-F-- 06:00P-06:30P	EN 30	WSAV NEWS 3@6	\$220.00	\$187.00	2*	1*	.	3	4.5	5.0	\$48.89	\$44.00	
9	M----- 07:00P-07:30P	PA 30	WHEEL-FORTNE	\$475.00	\$403.75	.	1*	.	1	10.0	9.7	\$47.50	\$48.97	
10	M----- 07:30P-08:00P	PA 30	JEOPARDY	\$475.00	\$403.75	.	1*	.	1	9.6	10.8	\$49.48	\$43.98	

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Advertiser: JUDGE JOHN MORSE
 Campaign: 2016 PRIMARY ELECTION TV

Station Order
 SAVANNAH - TV

Station: WSAV

Item#	Day/Times	DP/ Len	Program Title	Rate	Run Dates	Daily breakdown by week							Total Spots
						X' = available days for spot placement ' ' = no spot placement							
						Mo	Tu	We	Th	Fr	Sa	Su	
1	-T-R--- 06:00A-07:00A	EM 30	COASTAL SUNRIS	\$100.00	May17-May19	-	1	-	1	-	-	-	2
2	MTWR--- 07:00A-09:00A	EM 30	TODAY SHW	\$125.00	May16-May19	1	1	1	1	-	-	-	4
2	MTWR--- 07:00A-09:00A	EM 30	TODAY SHW	\$125.00	May23-May23	1	-	-	-	-	-	-	1
3	-----S- 07:00A-09:00A	EM 30	TODAY- NBC SUN	\$70.00	May21-May21	-	-	-	-	-	1	-	1
4	-----Su 08:00A-09:00A	EM 30	TODAY- NBC	\$70.00	May22-May22	-	-	-	-	-	-	1	1
5	---RF-- 04:00P-05:00P	EF 30	JUDGE JUDY	\$70.00	May19-May20	-	-	-	1	1	-	-	2
6	M-W----- 05:00P-05:30P	EN 30	NEWS AT NEWS AT	\$100.00	May16-May18	1	-	1	-	-	-	-	2
6	M-W----- 05:00P-05:30P	EN 30	NEWS AT NEWS AT	\$100.00	May23-May23	1	-	-	-	-	-	-	1
7	-T-R--- 05:30P-06:00P	EN 30	NEWS AT WSAV	\$120.00	May17-May19	-	1	-	1	-	-	-	2
8	M-W-F-- 06:00P-06:30P	EN 30	NEWS WSAV	\$220.00	May16-May20	-	-	1	-	1	-	-	2
8	M-W-F-- 06:00P-06:30P	EN 30	NEWS 3@6	\$220.00	May23-May23	1	-	-	-	-	-	-	1
9	M----- 07:00P-07:30P	PA 30	WHEEL- FORTNE	\$475.00	May23-May23	1	-	-	-	-	-	-	1
10	M----- 07:30P-08:00P	PA 30	JEOPARD Y	\$475.00	May23-May23	1	-	-	-	-	-	-	1

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Advertiser: JUDGE JOHN MORSE
 Campaign: 2016 PRIMARY ELECTION TV

Station Order
 SAVANNAH - TV

Station: WSAV

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Net Percent		May	May	Total	DMA	CDMA
				Rate/ Total	Rate/ Total	16	23	Spots	P 25+ (R)	P 25+ (R)		
				\$3,255.00		16	5	21				

44.7
 30.0

Monthly Totals

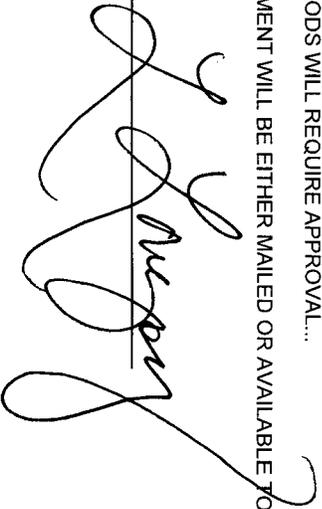
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM	Net Percent Dollars	Net Percent CPP/CPM
May	21	74.7	\$3,255.00 \$3,255.00	\$43.57	\$2,766.75	\$37.04
	21	74.7		\$43.57	\$2,766.75	\$37.04

Comments

Campaign Remarks:
 POLITICAL ORDER FOR JUDGE JOHN MORSE: NON-PARTISAN CANDIDATE RUNNING
 FOR CHATHAM COUNTY SUPERIOR COURT JUDGE IN THE PRIMARY ELECTION HELD ON MAY 6, 2016.

MAKE GOODS WILL REQUIRE APPROVAL....

PRE-PAYMENT WILL BE EITHER MAILED OR AVAILABLE TO PICK UP FROM MONROE MARKETING BEFORE THE SCHEDULED START DATE....

By: 

AGREEMENT TO PURCHASE POLITICAL ADVERTISING AVAILABILITIES

1. System and location Comcast Spotlight, Florida ("Comcast" or "System")

2. I, Melissa Nixon (being or on behalf of) Judge John Morse, a legally qualified candidate of the Non-Partisan political party for the office of Chatham County Superior Court in the Primary [primary or general] election to be held on May 24, 2016 do hereby request to purchase political advertising time on channels WSAV-TV see insertion order _____ as follows:

<u>LENGTH OF TELECAST</u>	<u>HOUR</u>	<u>DAYS</u>	<u>TIMES PER WEEK</u>	<u>TOTAL NO. WEEKS</u>	<u>RATE AND CLASS OF TIME</u>
see insertion order				see insertion order	see insertion order

DATE OF FIRST TELECAST see insertion order
DATE OF LAST TELECAST see insertion order
TOTAL CHARGES: _____ see insertion order

3. The telecast time will be used by Judge John Morse

4. I represent that the advance payment for the above-described telecast time has been furnished by Committee to Re-Elect Judge Morse and that Comcast is authorized to describe that sponsor in its log and to announce the advertisement as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers are: Bob James - Co-Treasurer

5. I understand that: If the time is to be used by the candidate within 45 days of a primary or primary runoff election, or within 60 days of a general or special election, the above charges represent the lowest unit charge ("LUC") of the system for the same class and amount of time for the same period; if the use is by a person or entity other than the candidate or is by the candidate but outside the aforementioned 45 or 60 day periods, the above charges do not exceed the charges made for comparable use of such system by other users.

6. I agree that use of the System for the above-stated purposes will be governed by the Communications Act of 1934, as amended, and the FCC's rules and regulations, and Comcast's Terms and Conditions attached hereto. I further agree to indemnify and hold harmless Comcast for any damages or liability that may ensue from the performance of the above-stated telecasts. I also agree to prepare a script or transcription, which will be delivered to the System at least 1 day before the time of the scheduled telecasts. (Note: the two preceding sentences do not apply if a candidate is using the time).

7. By: Melissa Nixon Date: 5-10-16
 (Candidate, Supporter or Agent)

8. Accepted _____ or Rejected _____ by _____ Title _____