

ORDER

WSAV Savannah

Orders	Order / Rev:	822936	
	Alt Order #:		
	Product Desc:	CHATHAM CO SHERIFF SPCL ELECT	
	Estimate:	192	
	Flight Dates:	03/21/16 - 03/29/16	Primary AE: WSAV Local House
	Original Date / Rev:	03/18/16 / 03/18/16	Sales Office: L-MGS
	Order Type:	REG	Sales Region: Loc

Agency	Name:	Minchew Media LLC	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		32 Lakeshore Drive	Billing Cycle: EOM/EOC
		Marietta, GA 30067	Agency Commission: 15%

Advertiser	Name:	POL/Wilcher for Sheriff	
	Demographic:	M35-64	New Business Thru:
	Product Codes:	PL3	Order Separation: 00:30:00
	Priority:	P3	Advertiser External ID:
	Revenue Codes:	AGY, POL, POL-CAND	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/27/16	4	\$1,800.00	\$1,530.00
03/28/16	03/28/16	2	\$900.00	\$765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	4	\$1,800.00	\$1,530.00	0.00
April 2016	2	\$900.00	\$765.00	0.00
Totals	6	\$2,700.00	\$2,295.00	0.00

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

Order Share	Share	Total
WSAV Savannah	18%	\$2,700.00
Market	100%	\$15,000.00

Competitive Share

Competitive Share	Share	Total
ABVH	0%	\$0.00
CABLE	0%	\$0.00
ESAV	0%	\$0.00
FSAV	0%	\$0.00
UNKWN	0%	\$0.00
WGSB	0%	\$0.00
WJCL	12%	\$1,800.00
WJWJ	0%	\$0.00
WTGS	6%	\$900.00
WTOG	64%	\$9,600.00
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	03/21/16	03/29/16	Jeopardy	CM	730-8p	MTWTF--	:30	2	\$450.00	P3	0.00	NM	3	\$1,350.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/21/16	03/27/16	MTWTF--		2				\$450.00		0.00			
		Week: 03/28/16	04/03/16	M-----		1				\$450.00		0.00			
N 2	WSAV	03/21/16	03/29/16		CM	7-730p	MTWTF--	:30	2	\$450.00	P3	0.00	NM	3	\$1,350.00

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 Flight Dates: 03/21/16 - 03/29/16

Advertiser: POL/Wilcher for Sheriff
 Product Desc: CHATHAM CO SHERIFF SPCL ELECTI
 Estimate: 192
 WSAV Savannah

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wheel of Fortune											
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/21/16	03/27/16	MTWTF--					2	\$450.00		0.00			
		Week: 03/28/16	04/03/16	M-----					1	\$450.00		0.00			
													Totals	6	\$2,700.00

MINCHEW MEDIA

822934

Insertion Order

Client: Political Communications

Estimate: 192

Media: TV

Description: Wilcher For Sheriff Run-Off

Product: Chatham County Sheriff Special Election

Flight Start Date: 3/21/2016 03:00 AM

Market: Savannah

Flight End Date: 3/29/2016 10:00 AM

Primary Demo: Men 35-64

Survey: Feb 15 DMA Custom Live+1

Separation between spots: 30

Buyer: Michele Minchew

Send Billing To: Minchew Media, LLC.

Revision #:

Date: 3/17/2016

11:31 AM

32 Lakeshore Drive

Marietta, GA 30067

Phone: 678-368-4740

Fax: 678-302-4399

Estimate Comments: Please no spots after 10am on Tuesday 3/29

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 3/21	3/28	Total Spots	Men 35-64 Rtg/CPP	
WSAV-TV										
1	MTuWThF 7:30p-8:00p	PA	\$450.00	\$382.50	30	2	1	3	7.8	
	JEOPARDY								\$57.69	
	Feb-2015LP								\$49.04	
2	MTuWThF 7:00p-7:30p	PA	\$450.00	\$382.50	30	2	1	3	7.3	
	WHEEL OF FORTUNE								\$61.64	
	Feb-2015LP								\$52.40	
Total Spots: 4 2										
Total GRP/GIMP(000): 30.2 15.1									45.3	
Total CPP/CPM:									\$59.60	
Total Cost:			\$2,700.00	\$2,295.00						\$50.66
Station Monthly Summary										
MAR 16			\$1,800.00	\$1,530.00						4
APR 16			\$900.00	\$765.00						2
Total Cost:			\$2,700.00	\$2,295.00						6

Signature:

Michele Minchew

Disclaimer:
EDl Invoicing please!

Insertion Order
Summary by Station/System

Date: 3/17/2016

11:31 AM

Client: Political Communications

Estimate: 192

Send Billing To: Minchew Media, LLC.

Media: TV

Description: Wilcher For Sheriff Run-Off

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Marietta, GA 30067

Phone: 678-368-4740

Fax: 678-302-4399

Estimate Comments: Please no spots after 10am on Tuesday 3/29

Station	Total Spots	STN Gross	PCT	STN Net	PCT	Men 35-64		GRP	PCT
						STN GR CPP	STN NET CPP		
WSAV-TV	6	\$2,700.00	100%	\$2,295.00	100%	\$59.60	\$50.66	45.3	100%
Market Total:	6	\$2,700.00		\$2,295.00		\$59.60	\$50.66	45.3	

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:

3/18/16

I, Steve Hull

being/on behalf of: John Wilcher

a legally qualified candidate of the Republican

political party for the office of: Sheriff of CHATHAM Co., GA

in the SPECIAL Election Runoff

election to be held on: MARCH 29, 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):

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

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:

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

3/18/16
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title