

ORDER



WSAV Savannah

Orders
Order / Rev: 822936
Alt Order #:
Product Desc: CHATHAM CO SHERIFF SPCL ELECTI
Estimate: 192
Flight Dates: 03/21/16 - 03/29/16
Original Date / Rev: 03/18/16 / 03/18/16
Order Type: REG

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

Agency Name: Minchew Media LLC
Buying Contact:
Billing Contact:
 32 Lakeshore Drive
 Marietta, GA 30067

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

Advertiser Name: POL/Wilcher for Sheriff
Demographic: M35-64
Product Codes: PL3
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
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

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

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	12%	\$1,800.00
WJWJ	0%	\$0.00
WTGS	6%	\$900.00
WTOC	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

822934

Insertion Order

Revision #:

Date: 3/17/2016 11:31 AM

Send Billing To: Minchew Media, LLC.

Client: Political Communications
 Media: TV
 Product: Chatham County Sheriff Special Election
 Market: Savannah
 Primary Demo: Men 35-64
 Separation between spots: 30

32 Lakeshore Drive
 Marietta, GA 30067
 Phone: 678-368-4740
 Fax: 678-302-4399

Estimate: 192
 Description: Witcher For Sheriff Run-Off
 Flight Start Date: 3/21/2016 03:00 AM
 Flight End Date: 3/29/2016 10:00 AM
 Survey: Feb 15 DMA Custom Live+1
 Buyer: Michele Minchew

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	Wks 3/28	Total Spots	Men 35-64 Rtg/CPP
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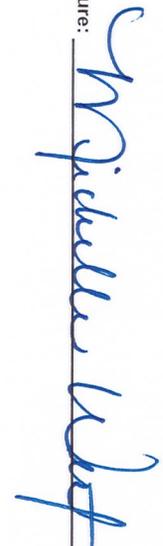
1	MTUWThF 7:30p-8:00p JEOPARDY Feb-2015LP	PA	\$450.00	\$382.50	30	2	1	3	7.8 \$57.69
2	MTUWThF 7:00p-7:30p WHEEL OF FORTUNE Feb-2015LP	PA	\$450.00	\$382.50	30	2	1	3	7.3 \$61.64
Total Spots: 4 2 Total GRP/GIMP(000): 30.2 15.1 Total CPP/CPM: \$52.40									

Total Cost: \$2,700.00

Station Monthly Summary

MAR 16	\$1,800.00	\$1,530.00
APR 16	\$900.00	\$765.00
Total Cost:	\$2,700.00	\$2,295.00

Disclaimer:
 EDI Invoicing please!

Signature: 

**Insertion Order
Summary by Station/System**

Date: 3/17/2016
11:31 AM

Send Billing To: Minchew Media, LLC.

Client: Political Communications
 Media: TV
 Product: Chatam County Sheriff Special Election
 Market: Savannah
 Primary Demo: Men 35-64
 Separation between spots: 30

Estimate: 192
 Description: Wilcher For Sheriff Run-Off
 Flight Start Date: 3/21/2016 03:00 AM
 Flight End Date: 3/29/2016 10:00 AM
 Survey: Feb15 DMA Custom Live+1
 Buyer: Michele Minchew

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

Station	Total Spots	STN Gross	PCT	STN Net	PCT	STN GR CPP	STN NET CPP	Men 35-64	GRP	PCT
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