

ORDER



Orders
Order / Rev: 574319
Alt Order #:
Product Desc: week of 10/4 thru 10/13 ADD
Estimate: week of 10/4 thru 10/13 ADD
Flight Dates: 10/04/17 - 10/13/17
Original Date / Rev: 10/03/17 / 10/03/17
Order Type: GENERAL

WGNO-TV

Primary AE: Jeannette Neves
Sales Office: LOCAL
Sales Region: Local

Agency Name: Carvin/Sedar Communications
Buying Contact:
Billing Contact:
 36 Neron Place
 New Orleans, LA 70118

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

Advertiser Name: Cantrell, L/Mayor/D
Demographic: A25-54
Product Codes: PL1.f.i
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-Non-PAC

New Business Thru: 09/05/18
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
09/25/17	10/06/17	10	\$1,555.00	\$1,321.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	10	\$1,555.00	\$1,321.75	0.00
Totals	10	\$1,555.00	\$1,321.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jeannette Neves	LOCAL	Local	Start Of Order - End Of Order	100%

Order Share	Share	Total
WGNO-TV	10%	\$1,555.00
Market	100%	\$15,550.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KGLA	0%	\$0.00
UNKWN	90%	\$13,995.00
WDSU	0%	\$0.00
WHNO	0%	\$0.00
WLAE	0%	\$0.00
WNOL	0%	\$0.00
WPXL	0%	\$0.00
WUPL	0%	\$0.00
WVUE	0%	\$0.00
WWL	0%	\$0.00
WYES	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	10/04/17	10/13/17	M-F 7a-9a	CM	7a-9a	MTWTF--	:30	3	\$100.0003		0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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WGNO-TV

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N 1	26	10/04/17	10/13/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	MTWTF--	:30	3	\$100.0003		0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/17	10/08/17	--WTF--		3			\$100.00			0.00			
		Week: 10/09/17	10/15/17	-----		0			\$0.00			0.00			
N 2	26	10/04/17	10/13/17	M-F 11a-1130a WGNO News @ 11a	CM	11a-1130a	MTWTF--	:30	3	\$85.0003		0.00	NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/17	10/08/17	--WTF--		3			\$85.00			0.00			
		Week: 10/09/17	10/15/17	-----		0			\$0.00			0.00			
N 3	26	10/04/17	10/13/17	Thursday Prime Hour 3 Thursday Prime Hour 3	CM	9p-10p	---T---	:30	1	\$700.0004		0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/17	10/08/17	---T---		1			\$700.00			0.00			
		Week: 10/09/17	10/15/17	-----		0			\$0.00			0.00			
N 4	26	10/04/17	10/13/17	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	MTWTF--	:30	3	\$100.0003		0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/17	10/08/17	--WTF--		3			\$100.00			0.00			
		Week: 10/09/17	10/15/17	-----		0			\$0.00			0.00			
													Totals	10	\$1,555.00

LaToya Cantrell - Mayor of New Orleans

MARKET: New Orleans

Wed 10/4-Fri 10/13 Add

WEEK OF:

DAYPART	STATION	ROTATION	START	END	PROGRAM	LENGTH	UNIT RATE	RP35+	CPP	2-Oct	9-Oct	SPOTS	TRPS	\$
AM NEWS	WGNO	M-F	7:00 AM	9:00 AM	GOOD MORN AMERICA	:30	100	0.8	125.00	3		3	2.4	300.00
DAY	WGNO	M-F	11:00 AM	11:30 AM	MIDDAY NEWS	:30	85	1.2	70.83	3		3	3.6	255.00
PRIME	WGNO	THU	9:00 PM	10:00 PM	HOW TO GET AWAY/MURDER	:30	700	2.7	259.26	1		1	2.7	700.00
LATE NEWS	WGNO	M-F	10:00 PM	10:35 PM	LATE NEWS	:30	100	0.4	250.00	3		3	1.2	300.00
										10	0	10	9.9	1555.00
														1321.75

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:
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I, Karen Carvin

being/on behalf of: LaToya Cantrell

a legally qualified candidate of the Democratic

political party for the office of: Mayor

in the primary

election to be held on: October 14, 2017

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$1,555.00

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

Cantrell Campaign

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:

Ashton Jackson

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

10/3/17

Date



Signature

Carvin/Seder LLC

To Be Signed By Station Representative

☒ Accepted

☐ Accepted In Part

☐ Rejected



Signature

Merley Dingle

Printed Name

GSN

Title