

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: WGHP-TV	Date: 10/23/2014
---	-------------------------

I, Screen Strategies Media,

being/on behalf of: Kay Hagan,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

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): \$8,198.25

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

Hagan for U.S. Senate Inc

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:

Dwight Davidson

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

10/23/2014

Date



Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Benjamin O'Leary

Printed Name

VPOS

Title

ORDER



Orders
Order / Rev: 778848
Alt Order #:
Product Desc: HAGAN FOR SENATE 10/27-11/4/2014
Estimate: 1371
Flight Dates: 10/27/14 - 11/03/14
Original Date / Rev: 10/24/14 / 10/24/14
Order Type: GENERAL

WGHP-TV

Primary AE: Ben Oldham
Sales Office: HPT
Sales Region: LOC

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd
 Fairfax, VA 22030

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

Advertiser Name: Hagan/D/US Senate
Demographic: A25-54
Product Codes: PL1Bb - US Senate/Democrat
Priority: 2
Revenue Codes: SP-POL, CAN, GEN

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/27/14	11/03/14	24	\$9,645.00	\$8,198.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	24	\$9,645.00	\$8,198.25	0.00
Totals	24	\$9,645.00	\$8,198.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Oldham			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGHP-TV	30%	\$9,645.00
Market	100%	\$32,150.00

Competitive Share	Share	Total
UNKWN	70%	\$22,505.00
WFMY	0%	\$0.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	0%	\$0.00
WXLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/27/14	10/31/14	M-F 5-6a	CM-All	5-6a	1---1--	:30	2	\$150.002		0.00	NM	2	\$300.00
FOX 8 Morning News 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	1---1--			2		\$150.00		0.00				
N 2	8	10/27/14	10/31/14	M-F 630-7p	CM-All	630-7p	1111---	:30	4	\$400.002		0.00	NM	4	\$1,600.00
Fox 8 News at 630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	1111---			4		\$400.00		0.00				
N 3	8	11/03/14	11/03/14		CM-All	630-7p	1-----	:30	1	\$400.002		0.00	NM	1	\$400.00

Order / Rev: 778848
 Alt Order #:
 Flight Dates: 10/27/14 - 11/03/14

Advertiser: Hagan/D/US Senate
 Product Desc: HAGAN FOR SENATE 10/27-11/4/2014
 Estimate: 1371
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7p Fox 8 News at 630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----					1	\$400.00		0.00			
N 4	8	10/27/14	10/31/14	M-F 7-730p M-F 7-730p	CM-All	7-730p	1---1--	:30	2	\$160.00	4	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	1---1--					2	\$160.00		0.00			
N 5	8	10/27/14	10/31/14	M-F 730-8p M-F 730-8p	CM-All	730-8p	-1-11--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-1-11--					3	\$275.00		0.00			
N 6	8	10/27/14	11/03/14	Monday Prime A Gotham 8-9p	CM-All	8p-9p	M-----	:30	1	\$750.00	2	0.00	NM	2	\$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:		10/27/14	11/02/14	M-----					1	\$750.00		0.00			
Week:		11/03/14	11/09/14	M-----					1	\$750.00		0.00			
N 7	8	10/31/14	10/31/14	Friday Prime B Gotham 9-10p	CM-All	9p-10p	----F--	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	----F--					1	\$350.00		0.00			
N 8	8	11/02/14	11/02/14	Sunday Prime B2 Brooklyn Nine 830-9p	CM-All	830p-9p	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S					1	\$800.00		0.00			
N 9	8	11/02/14	11/02/14	Sunday Prime C2 Mulaney 930-10p	CM-All	930p-10p	-----S	:30	1	\$650.00	4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S					1	\$650.00		0.00			
N 10	8	11/01/14	11/01/14	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-----S-	:30	1	\$250.00	2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S-					1	\$250.00		0.00			
N 11	8	10/27/14	10/30/14	M-F 1130p-12a M-F 1130p-12a	CM-All	1130p-12a	1111---	:30	4	\$50.00	2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	1111---					4	\$50.00		0.00			
N 12	8	11/03/14	11/03/14	M-F 1130p-12a M-F 1130p-12a	CM-All	1130p-12a	1-----	:30	1	\$50.00	2	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:		11/03/14	11/09/14	1-----					1	\$50.00		0.00			
N 13	8	11/02/14	11/02/14	NFL Early Game FOX NFL 1p	CM-All	1-330p (1:00 PM-3:30 PM)	-----S	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S					1	\$2,400.00		0.00			
Totals													24	\$9,645.00	