

Revision, Version 2

Agency: Smart Media Group
Office: Alexandria
Client: KENNE - Kennedy for LA State Treasurer
Product: ORDR - ordr
Piggyback Product:
Estimate: 901907 -

Station: KLAX-TV
Order Type: Normal
Cancel Date:
Received in ePort: 8/13/2015 3:54:21 PM

Flight Start: 09/01/2015
Flight End: 09/08/2015
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 55.60
CPP: \$69.60
GIMP: 0
CPM: \$0.00

Local/National: Local
Rep Office: KLAX-TV
AE: John Matherne
Phone:
OrderID: 30042907
Status: Revised Pending Review

Airtime Dollars: \$3,870.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$3,870.00
Total Spots: 35

Comments: Kennedy for LA State Treasurer REVISED - DO NOT DOUBLE BOOK REVISED TO BE DARK 9/5 - 9/7 AND EXTENDING THE FLIGHT TO 9/8. SPOTS HAVE BEEN MOVED IN ORDER TO KEEP THE TOTALS THE SAME WHEREVER POSSIBLE. CONFIRM RECEIPT

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	A35+			
						9/1	9/2	9/3	9/4	9/5	9/6	9/7	9/8		Rtg	CPP	Imp	CPM
1	MTuWThF 9A-10A DR OZ	DT	\$20.00	C	60	1	1	0	1	0	0	0	1	4	1.00	\$20.00		
2	MTuWThF 7A-9A GOOD MORNING AMERICA	EM	\$70.00	C	60	2	2	2	2	0	0	0	2	10	1.50	\$46.67		
3	Sa 7A-8A GOOD MORNING AMERICA	EM	\$50.00	C	60	0	0	0	0	0	0	0	0	0	1.00	\$0.00		
4	MTuWThF 6P-6:30P NEWS	EN	\$150.00	C	60	1	1	0	1	0	0	0	1	4	2.00	\$75.00		
5	MTuWThF 6:30P-7P ET	PA	\$60.00	C	60	1	0	1	1	0	0	0	1	4	2.40	\$25.00		
6	M 7P-9P BACHELORETTE A-ABC	PT	\$500.00	C	60	0	0	0	0	0	0	0	0	0	4.50	\$0.00		
7	M 9P-10P THE WHISPERS-ABC	PT	\$400.00	C	60	0	0	0	0	0	0	0	0	0	4.60	\$0.00		
8	Tu 7P-8P FRESH OFF THE BOAT/B	PT	\$300.00	C	60	1	0	0	0	0	0	0	0	1	2.10	\$142.86		
9	Tu 8P-10P EXTREME WEIGHT LOSS-	PT	\$300.00	C	60	1	0	0	0	0	0	0	0	1	1.70	\$176.47		
10	Th 7P-8P TBA	PT	\$300.00	C	60	0	0	1	0	0	0	0	0	1	3.70	\$81.08		

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						9/1	9/2	9/3	9/4	9/5	9/6	9/7	9/8		Rtg	CPP	Imp	CPM
11	Th 9P-10P ROOKIE BLUE-ABC	PT	\$400.00	C	60	0	0	1	0	0	0	0	0	1	2.40	\$166.67		
12	MTuWThF 9A-10A DR OZ	DT	\$20.00	C	60	0	0	0	0	0	0	0	1	1	1.00	\$20.00		
13	MTuWThF 10A-11A THEVIEW	DT	\$30.00	C	60	0	0	0	0	0	0	0	1	1	1.00	\$30.00		
14	MTuWThF 5A-7A AMERICA THIS MORNING	EM	\$20.00	C	60	1	1	1	1	0	0	0	1	5	1.00	\$20.00		
15	W 8P-9P MODERN FAMILY/BLACKI	PT	\$450.00	C	60	0	1	0	0	0	0	0	0	1	0.80	\$562.50		
16	W 9P-10P CELEBRITY WIFESWAP-A	PT	\$350.00	C	60	0	1	0	0	0	0	0	0	1	1.30	\$269.23		
Total Spots:						8	7	6	6	0	0	0	8					
Total GRP:						13.2	9.1	12.5	9.4	0.0	0.0	0.0	11.4					
Cash\$ - Spots: \$3,870.00 - 35 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$3,870.00 Total GRP - CPP: 55.6 - \$69.60 Total GIMP(000) - CPM: 0 - \$0.00																		

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, Smart Media Group,
being/on behalf of: Kennedy for Louisiana State Treasurer,
a legally qualified candidate of the Republican
political party for the office of: Louisiana State Treasurer
in the Primary
election to be held on: October 25, 2015

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					

Attach proposed schedule with charges (if available):
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I represent that the payment for the above described broadcast time has been furnished by:

Kennedy for Louisiana State Treasurer

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

Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Anna Nolan
Signature

Anna Nolan
Printed Name

Asst.
Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:


☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee	
	
Smart Media Group	date
printed name	

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.