



WMYV-TV
3600 Myer Lee Dr
Winston Salem, NC 27101

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 2678254

Schedule Dates	11/05/16-11/07/16	Date Entered	11/03/16
Advertiser	Trudy Wade for North Carolina Senate District 27	Last Modified	11/04/16
Agency	Innovative Advertising-Mandeville (13092)	Entered By	Beth Norvell
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	WADE16 (874492)	Headline #	
Salesperson	Hewitt, Nakla (3731)	Demo	
Sales Office	WXLV/WMYV	Order Type	Normal
Buyer Name	Guerra, Heidi	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	1401	Commission	\$240.00
Account Types	Local/Political Candidate Agency BRD	Net Total	\$1,360.00
Billing Type	Standard	Sales Tax	
Comments	WMYV		

Greensboro (WMYV)		
By Broadcast Month	Spots	Rate
Nov. 2016	11	\$1,600.00
Grand Total:	11	\$1,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Football	11/05/16-11/05/16	1	:30	12P- 3:30P (EST)							3		3	\$120.00	\$360.00	Greensboro (WMYV)		11/3/16
2.0	Normal Line / Football	11/05/16-11/05/16	1	:30	3:30P- 7P (EST)							3		3	\$120.00	\$360.00	Greensboro (WMYV)		11/3/16
3.0	Normal Line / Football	11/05/16-11/05/16	1	:30	7P- 10:30P (EST)							3		3	\$120.00	\$360.00	Greensboro (WMYV)		11/3/16
4.0	Normal Line / Prime	11/06/16-11/06/16	1	:30	9P- Sports Ring of Honor								1	1	\$120.00	\$120.00	Greensboro (WMYV)		11/3/16
5.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	6:28:20P- 2 Broke Girls		1							1	\$400.00	\$400.00	Greensboro (WMYV)		11/4/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

William Adams 11.7.16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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: 10/3/16
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I, Heidi Guerra,
 being/on behalf of: Trudy Wade,
 a legally qualified candidate of the Republican
 political party for the office of: State Senate
 in the Primary
 election to be held on: 11/8/16

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):

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

Friends of Trudy Wade

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:

Betty Wood

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

10/1/16

Date

Heidi Guerra

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Allison Aldred

Signature

Allison Aldred

Printed Name

DS

Title