

2412554



WOC13442747 [00.00]

Order Printout

Order Status: Confirmed	Start/End Dates: 02/08/22 - 02/14/22	C/P/E: 696 / 783 / 8398
Traffic Order #:	Agency: Strategic Media Services	Product Desc.: Candidate
Buyer Order #: 11363177	Advertiser: Irvin For Illinois 2022	Estimate Desc.: Irvin TV: 2.8-2.14
AE: Peter Russell	Buyer:	Total Cost: \$38,825.00 (Cash)
Property: WEEK TV	Primary Demo:	Received Date: 2/07/22 6:57 AM
Sales Region: Local		

Comments:

Separation: 30PopulationBuyType: CPP

Terms Of Sale:

List Items							Spots										Totals	
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Feb 8										Total Spots	Total Cost
1	25 News Today Show 3	NM	:30	6:00 AM-7:00 AM	--F--	250.00	1										1	250.00
	(Program: 25 News Today Show 3)CS-Feb/2021																	
1	25 News Today Show 3	NM	:30	6:00 AM-7:00 AM	-W----	250.00	1										1	250.00
	(Program: 25 News Today Show 3)CS-Feb/2021																	
2	NBC Today Show	NM	:30	7:00 AM-9:00 AM	--T---	350.00	1										1	350.00
	(Program: NBC Today Show)CS-Feb/2021																	
2	NBC Today Show	NM	:30	7:00 AM-9:00 AM	--F--	350.00	1										1	350.00
	(Program: NBC Today Show)CS-Feb/2021																	
2	NBC Today Show	NM	:30	7:00 AM-9:00 AM	-W----	350.00	1										1	350.00
	(Program: NBC Today Show)CS-Feb/2021																	
2	NBC Today Show	NM	:30	7:00 AM-9:00 AM	-----M	350.00	1										1	350.00
	(Program: NBC Today Show)CS-Feb/2021																	
2	NBC Today Show	NM	:30	7:00 AM-9:00 AM	T-----	350.00	1										1	350.00
	(Program: NBC Today Show)CS-Feb/2021																	
3	Today Show 3rd hr	NM	:30	9:00 AM-10:00 AM	--F--	125.00	1										1	125.00
	(Program: Today Show 3rd hr)CS-Feb/2021																	
3	Today Show 3rd hr	NM	:30	9:00 AM-10:00 AM	-W----	125.00	1										1	125.00
	(Program: Today Show 3rd hr)CS-Feb/2021																	
3	Today Show 3rd hr	NM	:30	9:00 AM-10:00 AM	-----M	125.00	1										1	125.00
	(Program: Today Show 3rd hr)CS-Feb/2021																	

List Items							Spots										Totals		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Feb 8											Total Spots	Total Cost
4	25 Words or Less	NM	:30	11:30 AM-12:00 PM	-W----	50.00	1											1	50.00
	(Program: 25 Words or Less)CS-Feb/2021																		
5	25 News at Noon	NM	:30	12:00 PM-1:00 PM	--T---	200.00	1											1	200.00
	(Program: 25 News at Noon)CS-Feb/2021																		
5	25 News at Noon	NM	:30	12:00 PM-1:00 PM	T-----	200.00	1											1	200.00
	(Program: 25 News at Noon)CS-Feb/2021																		
5	25 News at Noon	NM	:30	12:00 PM-1:00 PM	-----M	200.00	1											1	200.00
	(Program: 25 News at Noon)CS-Feb/2021																		
6	OLYMPICS DAYTIME (M-F) 2022	NM	:30	1:00 PM-4:00 PM	--T---	350.00	1											1	350.00
	(Program: OLYMPICS DAYTIME (M-F) 2022)CS-Feb/2021																		
6	OLYMPICS DAYTIME (M-F) 2022	NM	:30	1:00 PM-4:00 PM	---F--	350.00	2											2	700.00
	(Program: OLYMPICS DAYTIME (M-F) 2022)CS-Feb/2021																		
6	OLYMPICS DAYTIME (M-F) 2022	NM	:30	1:00 PM-4:00 PM	-W----	350.00	2											2	700.00
	(Program: OLYMPICS DAYTIME (M-F) 2022)CS-Feb/2021																		
6	OLYMPICS DAYTIME (M-F) 2022	NM	:30	1:00 PM-4:00 PM	-----M	350.00	2											2	700.00
	(Program: OLYMPICS DAYTIME (M-F) 2022)CS-Feb/2021																		
6	OLYMPICS DAYTIME (M-F) 2022	NM	:30	1:00 PM-4:00 PM	T-----	350.00	1											1	350.00
	(Program: OLYMPICS DAYTIME (M-F) 2022)CS-Feb/2021																		
7	EARLY FRINGE ROTATOR	NM	:30	3:00 PM-5:00 PM	---F--	100.00	1											1	100.00
	(Program: EARLY FRINGE ROTATOR)CS-Feb/2021																		
7	EARLY FRINGE ROTATOR	NM	:30	3:00 PM-5:00 PM	-W----	100.00	1											1	100.00
	(Program: EARLY FRINGE ROTATOR)CS-Feb/2021																		
7	EARLY FRINGE ROTATOR	NM	:30	3:00 PM-5:00 PM	T-----	100.00	1											1	100.00
	(Program: EARLY FRINGE ROTATOR)CS-Feb/2021																		
8	Dr. Phil	NM	:30	4:00 PM-5:00 PM	--T---	150.00	1											1	150.00
	(Program: Dr. Phil)CS-Feb/2021																		
8	Dr. Phil	NM	:30	4:00 PM-5:00 PM	-----M	150.00	1											1	150.00
	(Program: Dr. Phil)CS-Feb/2021																		
9	25 News Live At Five	NM	:30	5:00 PM-5:30 PM	---F--	600.00	1											1	600.00
	(Program: 25 News Live At Five)CS-Feb/2021																		
9	25 News Live At Five	NM	:30	5:00 PM-5:30 PM	-W----	600.00	1											1	600.00
	(Program: 25 News Live At Five)CS-Feb/2021																		
10	NBC Nightly News	NM	:30	5:30 PM-6:00 PM	--T---	850.00	1											1	850.00
	(Program: NBC Nightly News)CS-Feb/2021																		
10	NBC Nightly News	NM	:30	5:30 PM-6:00 PM	T-----	850.00	1											1	850.00
	(Program: NBC Nightly News)CS-Feb/2021																		
10	NBC Nightly News	NM	:30	5:30 PM-6:00 PM	-----M	850.00	1											1	850.00
	(Program: NBC Nightly News)CS-Feb/2021																		

List Items							Spots										Totals		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Feb 8											Total Spots	Total Cost
11	25 Early News	NM	:30	6:00 PM-6:30 PM	--F--	700.00	1											1	700.00
	(Program: 25 Early News)CS-Feb/2021																		
12	25 News Late News	NM	:30	10:00 PM-10:35 PM	--F--	500.00	1											1	500.00
	(Program: 25 News Late News)CS-Feb/2021																		
12	25 News Late News	NM	:30	10:00 PM-10:35 PM	-W----	500.00	1											1	500.00
	(Program: 25 News Late News)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	--F--	1,800.00	2											2	3,600.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	----S-	1,800.00	2											2	3,600.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	----S-	1,800.00	2											2	3,600.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	--T---	1,800.00	2											2	3,600.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	-----M	1,800.00	2											2	3,600.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	T-----	1,800.00	1											1	1,800.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
13	OLYMPICS PRIMETIME 2022	NM	:30	7:00 PM-11:00 PM	-W----	1,800.00	1											1	1,800.00
	(Program: OLYMPICS PRIMETIME 2022)CS-Feb/2021																		
14	25 News 10pm News After Olympi	NM	:30	10:30 PM-11:30 PM	----S-	500.00	1											1	500.00
	(Program: 25 News 10pm News After Olympi)CS-Feb/2021																		
14	25 News 10pm News After Olympi	NM	:30	10:30 PM-11:30 PM	--T---	500.00	1											1	500.00
	(Program: 25 News 10pm News After Olympi)CS-Feb/2021																		
15	25 Early News	NM	:30	6:00 PM-6:30 PM	----S-	300.00	1											1	300.00
	(Program: 25 Early News)CS-Feb/2021																		
16	Inside Edition	NM	:30	6:30 PM-7:00 PM	----S-	125.00	1											1	125.00
	(Program: Inside Edition)CS-Feb/2021																		
17	Saturday Night Live	NM	:30	10:30 PM-12:00 XM	----S-	200.00	1											1	200.00
	(Program: Saturday Night Live)CS-Feb/2021																		
18	OLYMPICS DAYTIME WEEKEND 2022	NM	:30	1:00 PM-5:00 PM	----S-	750.00	2											2	1,500.00
	(Program: OLYMPICS DAYTIME WEEKEND 2022)CS-Feb/2021																		
18	OLYMPICS DAYTIME WEEKEND 2022	NM	:30	1:00 PM-5:00 PM	----S-	750.00	2											2	1,500.00
	(Program: OLYMPICS DAYTIME WEEKEND 2022)CS-Feb/2021																		

List Items							Spots												Totals	
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Feb 8												Total Spots	Total Cost
19	Sunday Today Show	NM	:30	7:00 AM-8:00 AM	----S-	175.00	1												1	175.00
(Program: Sunday Today Show)CS-Feb/2021																				
20	Meet the Press	NM	:30	8:00 AM-9:00 AM	----S-	300.00	1												1	300.00
(Program: Meet the Press)CS-Feb/2021																				
Spot Totals:							58												58	\$38,825.00

MONTH	SPOTS	COST	MONTH	SPOTS	COST
February	58	\$38,825.00			

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

I, Neil Williams hereby request station time as follows:

IDENTIFY CANDIDATE TYPE **STATE OR LOCAL CANDIDATE**

FEDERAL CANDIDATE
 STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:	Richard Irvin		
Authorized committee:	Irvin for Illinois		
Agency requesting time (and contact information):	<input checked="" type="checkbox"/> Strategic Media Services, Inc.; 4601 N Fairfax Drive; Ste 730; Arlington, VA 22203		
Candidate's political party:	Republican		
Office sought (no acronyms or abbreviations):	Governor of Illinois		
Date of election:	6/28/22	<input type="checkbox"/> General	<input checked="" type="checkbox"/> Primary
Treasurer of candidate's authorized committee:	Les Williamson		
The undersigned represents that: (1) the payment for the broadcast time requested has been furnished by (check one box below): <input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or <input checked="" type="checkbox"/> the authorized committee of the legally qualified candidate listed above; (2) this station is authorized to announce the time as paid for by such person or entity; and (3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.			
Candidate/Committee/Agency	Station Representative		
Signature:	Signature: <u>Peter Russell</u> Name: <u>Peter Russell</u>		
Name: Neil Williams	Date of Station Agreement to Sell Time: <u>2/7/22.</u>		
Date of Request to Purchase Ad Time: 1/20/22			