

## ORDER



WSMV

**Orders**  
**Order / Rev:** 674152  
**Alt Order #:**  
**Product Desc:** Cooper for Council at Large 8/29-9/4/201  
**Estimate:** 1586  
**Flight Dates:** 08/31/15 - 09/04/15  
**Original Date / Rev:** 08/21/15 / 08/21/15  
**Order Type:** GENERAL

**Primary AE:** House-WSMV Local  
**Sales Office:** WSMV  
**Sales Region:** Local

**Agency**  
**Name:** Screen Strategies Media LLC  
**Buying Contact:** Rachel Jones  
**Billing Contact:**  
 11150 Fairfax Boulevard, Suite 505  
 Fairfax, VA 20120

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

**Advertiser**  
**Name:** John Cooper For Council At Large  
**Demographic:** A35+  
**Product Codes:** Political-Candidates  
**Priority:** PMT  
**Revenue Codes:** POL, PLC, FLT

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/04/15	4	\$2,475.00	\$2,103.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	4	\$2,475.00	\$2,103.75	0.00
<b>Totals</b>	<b>4</b>	<b>\$2,475.00</b>	<b>\$2,103.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House-WSMV Local			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSMV	08/31/15	08/31/15	M-F News 4 Today @ 5 CM M-F 5-6a		M-F 5a-6a	M-----	:30	1	\$325.00	PMT	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/31/15	09/06/15	M-----		1				\$325.00		0.00			
N 2	WSMV	09/02/15	09/02/15	Today Show 1 Today Show 7-9am	CM	658-9AM	--W----	:30	1	\$450.00	PMT	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/31/15	09/06/15	--W----		1				\$450.00		0.00			
N 3	WSMV	09/04/15	09/04/15	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	----F--	:30	1	\$600.00	PMT	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/31/15	09/06/15	----F--		1				\$600.00		0.00			
N 4	WSMV	09/03/15	09/03/15	M-F Late News M-F 10P NEWS	CM	10P-1035P	---T---	:30	1	\$1,100.00	PMT	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/31/15	09/06/15	---T---		1				\$1,100.00		0.00			
													<b>Totals</b>	<b>4</b>	<b>\$2,475.00</b>

# Buy Detail Report

Revision #: Date: 8/21/2015

Send Billing To: Screen Strategies Media  
11150 Fairfax Blvd  
Suite 505  
Fairfax, VA 22030  
Phone: 703-272-7300

Client: Cooper for Council-at-Large  
Media: TV  
Product: General  
Market: Nashville  
Estimate: 1586  
Description: Cooper for Council-at-Large 8/29-9/4/2015 TV  
Flight Start Date: 8/29/2015 05:00 AM  
Flight End Date: 9/4/2015 12:00 AM  
Survey: Nov13 DMA Nielsen Live+SD  
Buyer: Caroline Bahng  
Separation between spots: 15

Affiliation: NBC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 8/31	Tue 9/2	Wed 9/3	Thu 9/4	Fri 9/4	Total Spots
<b>WSMV-TV</b>										
3	MTuWThF 5:00a- 6:00a WSMV 5a News	EM	\$325.00	30	1					1
	Sold Out: Lowest Rate to Clear per WSMV									
4	MTuWThF 7:00a- 9:00a Today Show	EM	\$450.00	30		1				1
	Sold Out: Lowest Rate to Clear per WSMV									
5	MTuWThF 5:00p- 5:30p WSMV 5p News	EN	\$600.00	30				1		1
	Sold Out: Lowest Rate to Clear per WSMV									
6	MTuWThF 10:00p-10:35p WSMV 10p News	LN	\$1,100.00	30			1			1
	Sold Out: Lowest Rate to Clear per WSMV									
<b>Total Cost:</b>				<b>Total Spots:</b>	1	1	1	1	1	4
										4

Signature: \_\_\_\_\_

Disclaimer:

## 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**

<b>Station and Location:</b> WSMV-TV	<b>Date:</b> 8/21/2015
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I, Screen Strategies Media,  
 being/on behalf of: John Cooper,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Council-at-Large  
 in the General  
 election to be held on: 8/6/2015  
 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):** \$2,103.75

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

John Cooper for Nashville Council At-Large

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:

Mary Falls

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***

8/21/2015

**Date**

**Signature**

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

*RL Scott*

**Signature**

*PAUL SCOTT*

**Printed Name**

*OSM*

**Title**