

ORDER



Orders
Order / Rev: 667897
Alt Order #:
Product Desc: Cooper for Council at Large 7/15-21/201.
Estimate: 1567
Flight Dates: 07/15/15 - 07/21/15
Original Date / Rev: 07/14/15 / 07/15/15
Order Type: GENERAL

WSMV
House-WSMV Local
WSMV
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: SPP
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
06/29/15	07/21/15	7	\$4,675.00	\$3,973.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2015	7	\$4,675.00	\$3,973.75	0.00
Totals	7	\$4,675.00	\$3,973.75	0.00

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	07/17/15	07/17/15	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am	CM	558am-658am	----F--	:30	1	\$625.00	PMT	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/13/15	07/19/15	----F--		1		\$625.00		0.00					
N 2	WSMV	07/21/15	07/21/15	Today Show 1 Today Show 7-9am	CM	658-9AM	-T-----	: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: 07/20/15	07/26/15	-T-----		1		\$450.00		0.00					
N 3	WSMV	07/15/15	07/21/15	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	M--T---	:30	1	\$600.00	PMT	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/13/15	07/19/15	----F--		1		\$600.00		0.00					
		Week: 07/20/15	07/26/15	M-----		1		\$600.00		0.00					
N 4	WSMV	07/15/15	07/21/15	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	MT--F--	:30	1	\$800.00	PMT	0.00	NM	3	\$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: 07/13/15	07/19/15	----F--		1		\$800.00		0.00					
		Week: 07/20/15	07/26/15	MT-----		2		\$800.00		0.00					
													Totals	7	\$4,675.00

#667897

Buy Detail Report

Revision #: Date: 7/15/2015

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

Vendor: WSMV-TV

Estimate: 1567
 Description: Cooper for Council-at-Large 7/15-21/2015 TV
 Add

Client: Cooper for Council-at-Large
 Media: TV

Product: General
 Market: Nashville
 Flight Start Date: 7/15/2015 05:00 AM
 Flight End Date: 7/21/2015 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 Dur	Thu 7/16	Fri 7/17	Mon 7/20	Tue 7/21	Total Spots	
WSMV-TV										
1	MTuWThF 6:00a- 7:00a WSMV 6a News	EM	\$625.00	30		1			1	
Sold Out: Lowest Rate to Clear per WSMV										
2	MTuWThF 7:00a- 9:00a Today Show	EM	\$450.00	30			1		1	
Sold Out: Lowest Rate to Clear per WSMV										
3	MTuWThF 5:00p- 5:30p WSMV 5p News	EN	\$600.00	30	1				2	
Sold Out: Lowest Rate to Clear per WSMV										
4	MTuWThF 6:00p- 6:30p WSMV 6p News	EN	\$800.00	30		1	1	1	3	
Sold Out: Lowest Rate to Clear per WSMV										
Total Cost:					Total Spots:	1	2	2	2	7
									7	\$4,675.00

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

Station and Location: WSMV-TV	Date: 7/14/2015
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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): \$3,995.00

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.

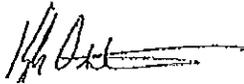
The name of the treasurer of the candidate's authorized committee is:

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

7/14/2015	
Date	Signature

To Be Signed By Station Representative

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
	Paul Scott	
Signature	Printed Name	Title