

## ORDER



WSMV

**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

**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:** 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
<b>Totals</b>	<b>7</b>	<b>\$4,675.00</b>	<b>\$3,973.75</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	07/17/15	07/17/15	M-F News 4 Today @ 6 CM		558am-658am	----F--	:30	1	\$625.00	PMT	0.00	NM	1	\$625.00
				Ch. 4 News Today 6-7am											
		<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	CM	658-9AM	-T-----	:30	1	\$450.00	PMT	0.00	NM	1	\$450.00
				Today Show 7-9am											
		<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		5-530pm	M--T---	:30	1	\$600.00	PMT	0.00	NM	2	\$1,200.00
				Ch. 4 News at 5											
		<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	CM	6-630pm	MT--F--	:30	1	\$800.00	PMT	0.00	NM	3	\$2,400.00
				CH. 4 NEWS @ 6											
		<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			
													<b>Totals</b>	<b>7</b>	<b>\$4,675.00</b>

#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

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

Client: Cooper for Council-at-Large

Media: TV

Product: General

Market: Nashville

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		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	1	3
	Sold Out: Lowest Rate to Clear per WSMV									
Total Cost:				Total Spots:	1	2	2	2	2	7
										7
Total Cost:										\$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**

<b>Station and Location:</b> WSMV-TV	<b>Date:</b> 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:

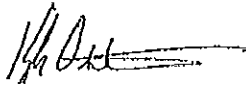
Mary Falls

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***

☒ Accepted  
  
Signature

☐ Accepted in Part  
Par Scott  
Printed Name

☐ Rejected  
  
Title