

# ORDER



WSMV

**Orders**  
**Order / Rev:** 661376  
**Alt Order #:**  
**Product Desc:** Cooper for Council at Large 6/18-23/201  
**Estimate:** 1555  
**Flight Dates:** 06/18/15 - 06/23/15  
**Original Date / Rev:** 06/16/15 / 06/17/15  
**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
06/01/15	06/23/15	3	\$1,400.00	\$1,190.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2015	3	\$1,400.00	\$1,190.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$1,400.00</b>	<b>\$1,190.00</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	06/22/15	06/23/15	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	MT-----	:30	2	\$300.00	SPP	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/15	06/28/15	MT-----		2				\$300.00		0.00			
N 2	WSMV	06/18/15	06/18/15	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	---T---	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/15/15	06/21/15	---T---		1				\$800.00		0.00			
													<b>Totals</b>	<b>3</b>	<b>\$1,400.00</b>

# Buy Detail Report

Revision #:      Date: 6/16/2015

**Client:** Cooper for Council-at-Large      **Estimate:** 1555      **Vendor:** WSMV-TV      **Send Billing To:** Screen Strategies Media  
**Media:** TV      **Description:** Cooper for City Council-at-Large 6/18-23/2015      **TV**      11150 Fairfax Blvd  
**Product:** General      **Flight Start Date:** 6/18/2015      05:00 AM      Suite 505  
**Market:** Nashville      **Flight End Date:** 6/23/2015      12:00 AM      Fairfax, VA 22030  
**Survey:** Nov13 DMA Nielsen Live+SD      **Buyer:** Caroline Bahng      **Phone:** 703-272-7300  
**Separation between spots:** 15

**Affiliation:** NBC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Thu 6/18	Mon 6/22	Tue 6/23	Total Spots
<b>WSMV-TV</b>									
1	MTuWThF 5:00p- 5:30p WSMV 5p News	EN	\$300.00		30	X	1		2
2	MTuWThF 6:00p- 6:30p WSMV 6p News	EN	\$800.00		30	1	X		1
Sold Out: Lowest Rate to Clear per WSMV									
			<b>Total Spots:</b>			1	1	1	3
			<b>Total Cost:</b>						\$1,400.00

**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> 8/16/2015
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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
See Schedule					

**Attach proposed schedule with charges (if available): \$1,190.00**

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.

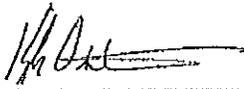
The name of the treasurer of the candidate's authorized committee is:

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***

6/16/2015	
<b>Date</b>	<b>Signature</b>

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

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