

# CONTRACT



**WXCW-TV**  
**2824 Palm Beach Blvd**  
**Ft Myers, FL 33916**  
**(239) 479-5500**

www.wxcw.com

And:

**Smart Media Group**  
**1427 Leslie Avenue**  
**Suite 102**  
**Alexandria, VA 22301**

<u>Contract / Revision</u> 86507 /		<u>Alt Order #</u> 26096392
<u>Product</u> ORDR		
<u>Contract Dates</u> 08/14/18 - 08/20/18		<u>Estimate #</u> 814820
<u>Advertiser</u> Adam Putnam for Governor		<u>Original Date / Revision</u> 08/09/18 / 08/09/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WXCW-TV	<u>Account Executive</u> Political Millennium	<u>Sales Office</u> Political Millenni
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 47.00
<u>Agcy Code</u>	<u>Advertiser Code</u> PUTNA	<u>Product 1/2</u> ORDR
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WXCW	08/14/18	08/14/18	M-F 4-5P/DAILY MAIL	4p-5p		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----				2	\$35.00	1.10			
2	WXCW	08/15/18	08/15/18	M-F 4-5P/DAILY MAIL	4p-5p		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----				2	\$35.00	1.10			
3	WXCW	08/16/18	08/16/18	M-F 4-5P/DAILY MAIL	4p-5p		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---				2	\$35.00	1.10			
4	WXCW	08/17/18	08/17/18	M-F 4-5P/DAILY MAIL	4p-5p		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----F--				2	\$35.00	1.10			
5	WXCW	08/20/18	08/20/18	M-F 4-5P/DAILY MAIL	4p-5p		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	M-----				2	\$35.00	1.10			
N 6	WXCW	08/14/18	08/14/18	M-F 730-8A/WINK NEWS	730-8A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----				2	\$120.00	0.80			
N 7	WXCW	08/15/18	08/15/18	M-F 730-8A/WINK NEWS	730-8A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----				2	\$120.00	0.80			
N 8	WXCW	08/16/18	08/16/18	M-F 730-8A/WINK NEWS	730-8A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---				2	\$120.00	0.80			
N 9	WXCW	08/17/18	08/17/18	M-F 730-8A/WINK NEWS	730-8A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----F--				2	\$120.00	0.80			
N 10	WXCW	08/20/18	08/20/18	M-F 730-8A/WINK NEWS	730-8A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	M-----				2	\$120.00	0.80			
N 11	WXCW	08/14/18	08/14/18	M-F 8-830A/WINK NEWS	8-830A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----				2	\$120.00	0.80			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

STATION has a policy of prohibiting discrimination on the basis of race or ethnicity. Accordingly this STATION reserves the right to reject any order for advertising that it regards as inconsistent with this policy. Notwithstanding to whom bills are rendered, ADVERTISER, AGENCY and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by STATION within the time specified and until payment in full is received by STATION. Payment by ADVERTISER to AGENCY or to service or payment by AGENCY to service, shall not constitute payment to STATION. ADVERTISER agrees to STATION's Terms and Conditions. This STATION will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the STATION's Terms and Conditions. Two-week advance cancellation notice is required unless otherwise specified.



**WXCW-TV**  
**2824 Palm Beach Blvd**  
**Ft Myers, FL 33916**  
**(239) 479-5500**

www.wxcw.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
86507 /	26096392

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/18 - 08/20/18	ORDR	814820

<u>Advertiser</u>	<u>Original Date / Revision</u>
Adam Putnam for Govern	08/09/18 / 08/09/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----				2	\$120.00	1.00			
N 12	WXCW	08/15/18	08/15/18	M-F 8-830A/WINK NEWS	8-830A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----				2	\$120.00	1.00			
N 13	WXCW	08/16/18	08/16/18	M-F 8-830A/WINK NEWS	8-830A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---				2	\$120.00	1.00			
N 14	WXCW	08/17/18	08/17/18	M-F 8-830A/WINK NEWS	8-830A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----F--				2	\$120.00	1.00			
N 15	WXCW	08/20/18	08/20/18	M-F 8-830A/WINK NEWS	8-830A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	M-----				2	\$120.00	1.00			
N 16	WXCW	08/14/18	08/14/18	M-F 830-9A/WINK NEWS	830-9A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----				2	\$120.00	1.20			
N 17	WXCW	08/15/18	08/15/18	M-F 830-9A/WINK NEWS	830-9A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----				2	\$120.00	1.20			
N 18	WXCW	08/16/18	08/16/18	M-F 830-9A/WINK NEWS	830-9A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---				2	\$120.00	1.20			
N 19	WXCW	08/17/18	08/17/18	M-F 830-9A/WINK NEWS	830-9A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----F--				2	\$120.00	1.20			
N 20	WXCW	08/20/18	08/20/18	M-F 830-9A/WINK NEWS	830-9A		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	M-----				2	\$120.00	1.20			
21	WXCW	08/14/18	08/14/18	M-F 9-930A/WINK NEWS	9-930A		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----				1	\$45.00	0.90			
22	WXCW	08/15/18	08/15/18	M-F 9-930A/WINK NEWS	9-930A		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----				1	\$45.00	0.90			
23	WXCW	08/16/18	08/16/18	M-F 9-930A/WINK NEWS	9-930A		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---T---				1	\$45.00	0.90			
24	WXCW	08/17/18	08/17/18	M-F 9-930A/WINK NEWS	9-930A		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----F--				1	\$45.00	0.90			
25	WXCW	08/20/18	08/20/18	M-F 9-930A/WINK NEWS	9-930A		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	M-----				1	\$45.00	0.90			
D 26	WXCW	08/14/18	08/14/18	M-F 10-1030P/WINK NEWS	10-1030P		:30				NM	0	\$0.00
D 27	WXCW	08/15/18	08/15/18	M-F 10-1030P/WINK NEWS	10-1030P		:30				NM	0	\$0.00
D 28	WXCW	08/16/18	08/16/18	M-F 10-1030P/WINK NEWS	10-1030P		:30				NM	0	\$0.00
D 29	WXCW	08/17/18	08/17/18	M-F 10-1030P/WINK NEWS	10-1030P		:30				NM	0	\$0.00
D 30	WXCW	08/20/18	08/20/18	M-F 10-1030P/WINK NEWS	10-1030P		:30				NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

STATION has a policy of prohibiting discrimination on the basis of race or ethnicity. Accordingly this STATION reserves the right to reject any order for advertising that it regards as inconsistent with this policy. Notwithstanding to whom bills are rendered, ADVERTISER, AGENCY and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by STATION within the time specified and until payment in full is received by STATION. Payment by ADVERTISER to AGENCY or to service or payment by AGENCY to service, shall not constitute payment to STATION. ADVERTISER agrees to STATION's Terms and Conditions. This STATION will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the STATION's Terms and Conditions. Two-week advance cancellation notice is required unless otherwise specified.



**WXCW-TV**  
 2824 Palm Beach Blvd  
 Ft Myers, FL 33916  
 (239) 479-5500

www.wxcw.com

<u>Contract / Revision</u> 86507 /		<u>Alt Order #</u> 26096392
<u>Contract Dates</u> 08/14/18 - 08/20/18		<u>Product</u> ORDR
		<u>Estimate #</u> 814820
<u>Advertiser</u> Adam Putnam for Govern		<u>Original Date / Revision</u> 08/09/18 / 08/09/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 31	WXCW	08/19/18	08/19/18	SU 10-1030P/WINK NEWS	10-1030P		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/18	08/19/18	-----S				1	\$225.00	1.50			
<b>Totals</b>												46	\$4,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 - 08/20/18	46	\$4,400.00	(\$660.00)	\$3,740.00
<b>Totals</b>	46	\$4,400.00	(\$660.00)	\$3,740.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
 Authorized signature of Advertiser

(\* Line Transactions: N = New, E = Edited, D = Deleted)

STATION has a policy of prohibiting discrimination on the basis of race or ethnicity. Accordingly this STATION reserves the right to reject any order for advertising that it regards as inconsistent with this policy. Notwithstanding to whom bills are rendered, ADVERTISER, AGENCY and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by STATION within the time specified and until payment in full is received by STATION. Payment by ADVERTISER to AGENCY or to service or payment by AGENCY to service, shall not constitute payment to STATION. ADVERTISER agrees to STATION's Terms and Conditions. This STATION will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the STATION's Terms and Conditions. Two-week advance cancellation notice is required unless otherwise specified.

## 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>	<b>Date:</b>
------------------------------	--------------

I, Smart Media Group,

being/on behalf of: Adam Putnam,

a legally qualified candidate of the Republican

political party for the office of: Governor

in the primary

election to be held on: August 28

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

**Attach proposed schedule with charges (if available):**

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

Putnam for FL Governor

---

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:

Abby Dupree

---

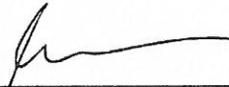
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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***

6/28/18

**Date**



**Signature**

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

**Accepted**

**Accepted in Part**

**Rejected**



**Signature**

JOHN LANBERMANN

**Printed Name**

**Title**

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Adam Putnam

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



\_\_\_\_\_  
signature of candidate or authorized committee

Smart Media Group

6/28/18

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date

**AGREED UPON SCHEDULE**

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p><b>SEE ATTACHED</b></p>					

**Attach proposed schedule with charges (if available):**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

Date: 4/23/18

## BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for

- a candidate request
- an election message request \*
- an issue request \*\*

Candidate Named in Message:

Adam Pitnam

Office Being Sought:

Governor

Election or Issue Referred to:

~~8/28~~ 8/28 Primary - Gov Race

Sponsor (or authorized candidate committee):

\_\_\_\_\_

Treasurer of authorized candidate committee:

Abby Dupree

Person Ordering Advertising:

Fran Berg / Smart Media Group

Ph. # 703-415-6103

Email: Fberg @ Smartmediagrp.com

*(do not write below this line)*

The request was

- accepted #
- rejected

\* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

\*\* An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.