

## 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:**

**Date:**

WITN-TV GREENVILLE/N. BERN/WASHINGTON

8/29/14

I, American Media & Advocacy Group,

being/on behalf of: Thom Tillis,

a legally qualified candidate of the Republican

political party for the office of: United States Senate

in the General

election to be held on: November 4, 2014

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	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

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

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

National Republican Senatorial Committee

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:

Stan Huckaby and Asst. Treasurer Jay Banning

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**

7/14/2014

**Date**



**Signature**

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected



**Signature**

Ron Horslee

**Printed Name**

GSM

**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, The Thom Tillis Committee

(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

JONATHAN FERRELL

printed name

8/29/14

date

# New Order

58945

Agency: American Media & Advocacy Group  
Office: Alexandria  
Client: 381 - NRSC/TIlliis  
Product: 684 - NC SEN  
Piggyback Product:  
Estimate: 4754 - TV Sep 2 - 8

Station: WITN-TV  
Order Type: Normal  
Cancel Date:  
Received in ePort: 8/19/2014 11:36:34 AM

Flight Start: 09/02/2014  
Flight End: 09/08/2014  
Hiatus:

Primary Demo: A35-64  
Demo 2:  
Demo 3:

Local/National:  
Rep Office: WITN-TV  
AE: Ron Henslee  
Phone:  
OrderID: 3446391  
Status: New

Airtime Dollars: \$11,445.00  
Interactive Dollars: \$0.00  
Non-Airtime Dollars: \$0.00  
Total Dollars: \$11,445.00  
Total Spots: 39

GRP: 191.10  
CPP: \$59.89  
GIMP: 0  
CPM: \$0.00  
Comments: Separation: 30

MarketShare:

## Daily Airtime Lines

Line	Daypart	DPT	Code	Rate	C/T	Len	9/2	9/3	9/4	9/5	9/6	9/7	9/8	Total Spots	Rtg	CPM	Imp	CPM
1	Su 7A-8A WITN-SNRS SU7A	DT		\$75.00	C	30	0	0	0	0	0	1	0	1	4.90	\$15.31		
2	Su 8A-9A WITN-SNRS SU8A	DT		\$150.00	C	30	0	0	0	0	0	1	0	1	4.90	\$30.61		
3	Sa 7A-8A WITN-SNRS SAT7A	DT		\$175.00	C	30	0	0	0	0	1	0	0	1	4.40	\$39.77		
4	TuWThFM 11:35P-12:35A TONITE SHW-NBC<	LF		\$125.00	C	30	1	1	1	1	0	0	1	5	2.90	\$43.10		
5	TuWThFM 6A-7A WITN NWS-SNRSE	EM		\$320.00	C	30	1	1	1	1	0	0	1	5	6.00	\$53.33		
6	TuWThFM 5A-6A WITN-ERLY SNRS	EM		\$160.00	C	30	0	1	1	1	0	0	1	4	3.00	\$53.33		
7	TuWThFM 5:30P-6P WITN NEWS-5:30	EN		\$225.00	C	30	1	1	1	1	0	0	1	5	4.10	\$54.88		
8	Su 9A-10A SUN TODAY-NBC	DT		\$180.00	C	30	0	0	0	0	0	1	0	1	3.10	\$58.06		
9	TuWThFM 7P-7:30P WHEEL-FORTNE<	PA		\$500.00	C	30	1	1	1	1	0	0	1	5	7.80	\$64.10		
10	Sa 11P-11:30P WITN NWS-11 WK	LN		\$225.00	C	30	0	0	0	0	1	0	0	1	3.40	\$66.18		
11	Sa 8A-10A SATURDAY TODAY<	DT		\$200.00	C	30	0	0	0	0	1	0	0	1	3.00	\$66.67		
12	TuWThFM 6P-6:30P WITN NEWS AT 6	EN		\$550.00	C	30	0	1	0	1	0	0	1	3	7.50	\$73.33		
13	TuWThFM 7:30P-8P JEOPARDY<	PA		\$500.00	C	30	0	0	0	0	0	0	1	1	6.40	\$78.12		

**Agency:**

American Media & Advocacy Group

**Station:**

WITN-TV

**Order ID:**

3446391

**Client:**

381 - NRSC/Tillis

**Product:**

684 - NC SEN

**Estimate:**

4754 - TV Sep 2 - 8

**Flight Start:**

09/02/2014

**Flight End:**

09/08/2014

Received in ePort:

8/19/2014 11:36:34 AM

Line	Daypart	DPT Code	Rate	C/T	Len	9/2	9/3	9/4	9/5	9/6	9/7	9/8	A35-64	
													Total Spots	CPM
14	TuWThFM 11P-11:35P WTTN NWS AT 11<	LN	\$360.00	C	30	1	1	1	1	0	0	1	5	\$80.00
Total Spots:						5	7	6	7	3	3	8		
Total GRP:						25.3	35.8	28.3	35.8	10.8	12.9	42.2		
Cash\$ - Spots: \$11,445.00 - 39    Trades\$ - Spots: \$0.00 - 0    Total Cost: \$11,445.00    Total GRP - C/P: 191.1 - \$59.89    Total GIMP(000) - C/P: 0 - \$0.00														