

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

American Media & Advocacy Group
815 Slaters Ln
Alexandria, VA 22314

Contract # 1919871

Schedule Dates 09/10/14-09/16/14
Advertiser Tillis for Senate-R (88323)
Agency American Media & Advocacy Group (9105)
Product POLITICAL CANDIDATE (ns) (1186)
Brand TILLIS FOR SENATE (595398)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name MediaAssis,AMAG
Phone/Fax /
CPE 322/575/5291
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments TILLIS FOR SENATE
PJ STACK

Date Entered 09/09/14
Last Modified 09/10/14
Entered By Lisa Carter
CO-OP No
Headline # ECR10394391
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$280.50
Net Total \$1,589.50
Sales Tax

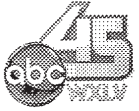
Greensboro (WXLV)

By Broadcast Month	Spots	Rate
Sep. 2014	13	\$1,870.00
Grand Total:	13	\$1,870.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/10/14-09/10/14	3	:30	7A- ABC-Good Morning America				1					1	\$50.00	\$50.00	Greensboro (WXLV)	GD MRN AMR-ABC	9/9/14
2.0	Normal Line / SPOT (2)	09/12/14-09/12/14	3	:30	7A- ABC-Good Morning America						1			1	\$50.00	\$50.00	Greensboro (WXLV)	GD MRN AMR-ABC	9/9/14
3.0	Normal Line / SPOT (3)	09/15/14-09/15/14	3	:30	7A- ABC-Good Morning America		1							1	\$50.00	\$50.00	Greensboro (WXLV)	GD MRN AMR-ABC	9/9/14
4.0	Normal Line / SPOT (4)	09/16/14-09/16/14	3	:30	7A- ABC-Good Morning America			1						1	\$50.00	\$50.00	Greensboro (WXLV)	GD MRN AMR-ABC	9/9/14
5.0	Normal Line / SPOT (5)	09/10/14-09/10/14	3	:30	7:28-30P- Family Feud B				1					1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD B	9/9/14
6.0	Normal Line / Prime (8)	09/16/14-09/16/14	3	:30	7:57-56P- ABC-Dancing With The Stars (Tuesday)			1						1	\$480.00	\$480.00	Greensboro (WXLV)	DANCNG-STR RSLTS	9/9/14
7.0	Normal Line / Football (10)	09/13/14-09/13/14	3	:30	7:58P- Sports-ABC Saturday Night Football Showcase							1		1	\$280.00	\$280.00	Greensboro (WXLV)	SAT NT FTBL	9/9/14
8.0	Normal Line / SPOT (6)	09/11/14-09/11/14	3	:30	7:28-30P- Family Feud B					1				1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD B	9/9/14
9.0	Normal Line / SPOT (7)	09/15/14-09/15/14	3	:30	7:28-30P- Family Feud B		1							1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD B	9/9/14
10.0	Normal Line / Prime (9)	09/12/14-09/12/14	3	:30	10P- ABC-20/20 (Friday)						1			1	\$260.00	\$260.00	Greensboro (WXLV)	20/20-FRI-ABC	9/9/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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3500 Myer Lee Dr
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Buyer Name MediaAssis,AMAG
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Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments TILLIS FOR SENATE
PJ STACK

Date Entered 09/09/14
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CO-OP No
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Commission \$280.50
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Sales Tax

Greensboro (WXLV)

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Grand Total:	13	\$1,870.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Football (12)	09/13/14-09/13/14	3	:30	12P- Sports-ABC College Football							1		1	\$150.00	\$150.00	Greensboro (WXLV)	COLLEGE FOOTBALL	9/10/14
12.0	Normal Line / SPOT (13)	09/14/14-09/14/14	3	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$30.00	\$30.00	Greensboro (WXLV)	GMA SUNDAY	9/10/14
13.0	Normal Line / SPOT (14)	09/15/14-09/16/14	3	:30	9A- Dr Phil 2	1	X	X						1	\$20.00	\$20.00	Greensboro (WXLV)	DR PHIL	9/10/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Marked</i>	9/10/14	

ORDER WORKSHEET

Rep Order# 10394391 Ver# 3 Status Revised Traffic Order# 1919871 Printed: 09/10/14 12:56 PM Duplicate 1 of 2
EC'd Yes Last Received: 09/10/14 12:25 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser (NW80) POLITICAL
Product TILLIS FOR SENATE
Estimate# 5291
Buyer AMAG Media Assistant

Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 322/575/5291
Flight Dates 09/10/14-09/16/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (PJX) PJ STACK
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LNS 12-14 FOR MG FROM LN 11 PLS CONFIRM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
11*	Su	7P-8P	AMR-VIDEOS-ABC MADE-GOOD BY LINE(S) 12 13 14 V3 Effective Dates Changed	30	\$200.00	09/14-09/14	0	\$0.00	1	0	2.3	N/A
12*	Sa	12P-330P	COLLEGE FOOTBALL Buy Comment: MG MKGD FOR SPOTS MISSED ON LN #11: 9/14(1/WK) V3 Added	30	\$150.00	09/13-09/13	1	\$150.00	1	1	-	-
13*	Su	8A-9A	GMA SUNDAY Buy Comment: MG PART OF A MKGD MADE UP OF LINES 12 13 14 V3 Added	30	\$30.00	09/14-09/14	1	\$30.00	1	1	-	-
14*	M-Tu	9A-10A	DR PHIL PART OF A MKGD MADE UP OF LINES 12 13 14 V3 Added	30	\$20.00	09/15-09/16	1	\$20.00	1	1	-	-

---REPORT TOTALS---

ORDER WORKSHEET

Rep Order# 10394391 Ver# 3 Status Revised Traffic Order# 1919871 Printed: 09/10/14 12:56 PM Duplicate 2 of 2
 EC'd Yes Last Received: 09/10/14 12:25 PM
 Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP Rep Firm MILLENNIUM SALES & MARKETING
 Advertiser (NW80) POLITICAL 815 SLATERS LANE Sales Office (DC) WASHINGTON
 Product TILLIS FOR SENATE ALEXANDRIA, VA 22314 Salesperson (PIX) PJ STACK
 Estimate# 5291 Agency C/P1/P2/E 322/575/5291 Sales Assistant
 Buyer AMAG MediaAssistant Flight Dates 09/10/14-09/16/14 Salesperson Phone# 202-955-5342
 Salesperson Fax# 202-955-5348

Report Totals: 3 / \$200.00

---SALES MONTHLY TOTALS---

Sep2014: 13/ \$1,870.00

Order Totals: 13 / \$1,870.00 Total GRPS: 21.4

--- COMPETITIVE ---

Market Totals	\$61,716.17	CABL .00%	UNKN .00%	WBFX .00%	WCWG .00%	WFMY 20.26%
		WGHP 32.62%	WMYV 3.56%	WUPN .00%	WXII 40.53%	WXLV 3.03%

Books [null]
 Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

ORDER WORKSHEET

Rep Order# 10394391 Ver# 2 Status Returned Traffic Order# 1919871 Printed: 09/09/14 2:46 PM 1 of 2
EC'd Yes Last Received: 09/09/14 2:44 PM
Showing Buylines: Last Station Changes

Station WXLV-TV GREENSBORO/W.SALEM Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP Rep Firm MILLENNIUM SALES & MARKETING
Advertiser (NW80) POLITICAL 815 SLATERS LANE Sales Office (DC) WASHINGTON
Product TILLIS FOR SENATE ALEXANDRIA, VA 22314 Salesperson (PJX) PJ STACK
Estimate# 5291 Agency C/P1/P2/E 322/575/5291 Sales Assistant
Buyer AMAG MediaAssistant Flight Dates 09/10/14-09/16/14 Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see line # 11 for n/a's. let's offer this for a mg: 9/1 3 12n-330p 1x \$150(college football-sec 3), 9/14 8-9a 1x \$30 (gma wknd-sec 3) & m-tu 9/15-9/16 9-10a 1x \$20 (dr phil-sec 3). pls advise/revise asap. tks

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/(000)
11*	Su	7P-8P	AMR-VIDEOS-ABC	30	\$200.00	09/14-09/14	1	\$200.00	1	1	2.3	2.3
			Station remark: V2 this line is n/a (no avails)									

---REPORT TOTALS---

Report Totals: 1 / \$200.00

---SALES MONTHLY TOTALS---

Sep2014: 11/ \$1,870.00
Order Totals: 11 / \$1,870.00 Total GRPs: 23.7

--- COMPETITIVE ---

Market Totals	\$61,716.17	CABL .00%	UNKN .00%	WBFX .00%	WCWG .00%	WPMY 20.26%
		WGHP 32.62%	WMYV 3.56%	WUPN .00%	WXII 40.53%	WXLV 3.03%

Books [null]
Demos RA35+

ORDER WORKSHEET

Rep Order# 10394391 Ver# 2
EC'd Yes

Status Returned

Traffic Order# 1919871

Last Received:
Showing Buylines:

Printed: 09/09/14 2:46 PM
09/09/14 2:44 PM
Last Station Changes

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser (NW80) POLITICAL
Product TILLIS FOR SENATE
Estimate# 5291
Buyer AMAG MediaAssistant

Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 322/575/5291
Flight Dates 09/10/14-09/16/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (PJX) PJ STACK
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

— CREDIT RISK —
STANDARD CREDIT TERMS

ORDER WORKSHEET

Rep Order# 10394391 Ver# 1 Status New
EC'd Yes

Traffic Order# 1010871

Printed: 09/09/14 11:01 AM
Last Received: 09/09/14 10:58 AM
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser (NW80) POLITICAL
Product TILLIS FOR SENATE
Estimate# 5291
Buyer AMAG MediaAssistant

Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 322/575/5291
Flight Dates 09/10/14-09/16/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (PJX) PJ STACK
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

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--- REMARKS ---

NEW ORDER PLEASE CF THANKS FRAN

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/(000)
1	W	7A-9A	GD MRN AMR-ABC	30	\$50.00	09/10-09/10	1	\$50.00	1	1	1.0	1.0
2	F	7A-9A	GD MRN AMR-ABC	30	\$50.00	09/12-09/12	1	\$50.00	1	1	1.0	1.0
3	M	7A-9A	GD MRN AMR-ABC	30	\$50.00	09/15-09/15	1	\$50.00	1	1	1.0	1.0
4	Tu	7A-9A	GD MRN AMR-ABC	30	\$50.00	09/16-09/16	1	\$50.00	1	1	1.0	1.0
5	W	730P-8P	FAMILY FEUD B	30	\$150.00	09/10-09/10	1	\$150.00	1	1	3.0	3.0
6	Th	730P-8P	FAMILY FEUD B	30	\$150.00	09/11-09/11	1	\$150.00	1	1	3.0	3.0
7	M	730P-8P	FAMILY FEUD B	30	\$150.00	09/15-09/15	1	\$150.00	1	1	3.0	3.0
8	Tu	8P-9P	DANCNG-STR RSLTS	30	\$480.00	09/16-09/16	1	\$480.00	1	1	3.1	3.1
9	F	10P-11P	20/20-FRI-ABC	30	\$260.00	09/12-09/12	1	\$260.00	1	1	2.8	2.8
10	Sa	8P-11P	SAT NT FTBL	30	\$280.00	09/13-09/13	1	\$280.00	1	1	2.5	2.5
11	Su	7P-8P	AMR-VIDEOS-ABC	30	\$200.00	09/14-09/14	1	\$200.00	1	1	2.3	2.3

9/14 8-9A AMAG 1X \$31 (3)
M-Tue 9-10A Dr. Phil 1X \$21 (3)
9/13 12N-330P 1X \$150 (3) (C.F.B.U.)

ORDER WORKSHEET

Rep Order# 10394391 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/09/14 11:01 AM 2 of 2
Last Received: 09/09/14 10:58 AM
Showing Buylines: All Rep Changes or Last Station Changes

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser (NW80) POLITICAL
Product TILLIS FOR SENATE
Estimate# 5291
Buyer AMAG MediaAssistant

Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 322/575/5291
Flight Dates 09/10/14-09/16/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (PJX) PJ STACK
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
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---REPORT TOTALS---

Report Totals: 11 / \$1,870.00

---SALES MONTHLY TOTALS---

Sep2014: 11/ \$1,870.00

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		WGHP	32.62%	WMYV	3.56%	WUPN	.00%	WXII	40.53%	WXLV	3.03%

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

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:
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I, American Media and Advocacy Group,
 being/on behalf of: Thom Tillis,
 a legally qualified candidate of the Republican
 political party for the office of: U.S. Senate
 in the General Election
 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:

Thom Tillis for Senate

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:

Collin McMichael

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

Date

Signature

John Ferrell

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Matthew Berman
Signature

Matthew Berman
Printed Name

GSN
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

date