

# ORDER



WGHP-TV

**Orders**  
**Order / Rev:** 323874  
**Alt Order #:** 08243482  
**Product Desc:** COOPER GOV 4708  
**Estimate:** 4708  
**Flight Dates:** 09/13/16 - 09/19/16  
**Original Date / Rev:** 05/09/16 / 05/09/16  
**Order Type:** GENERAL

**Primary AE:** Jamie Andrus  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency Name:** Greer Margolis & Mitchell, Inc  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Cooper, R/D/Gov NC  
**Demographic:** A35+  
**Product Codes:** PL2.e.i  
**Priority:** 07  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/19/16	85	\$14,970.00	\$12,724.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	85	\$14,970.00	\$12,724.50	0.00
<b>Totals</b>	<b>85</b>	<b>\$14,970.00</b>	<b>\$12,724.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGHP-TV	24%	\$14,970.00
Market	100%	\$62,375.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	1%	\$623.75
WFMY	24%	\$14,970.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	2%	\$1,247.50
WUNL	0%	\$0.00
WXII	43%	\$26,821.25
WXLV	6%	\$3,742.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/13/16	09/19/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	MTWTF--	:30	3	\$50.00	07	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/16	09/19/16	MTWTF--		3				\$50.00		0.00			
E 2	8	09/13/16	09/19/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	AIMTWTTF--	:30	3	\$45.00	07	0.00	NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/16	09/19/16	MTWTF--		3				\$45.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	09/13/16	09/19/16	M-F 10p-11p TU-F,M 10p-11p	CM	10:00 PM-11:00 PM	MTWTF--	:30	5	\$300.00	7	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$300.00		0.00					
E 4	8	09/13/16	09/19/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 AM	XMTWT---	:30	3	\$30.00	7	0.00	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWT---		3		\$30.00		0.00					
E 5	8	09/13/16	09/19/16	M-F 12a-1230a SEINFELD	CM	12:00 AM-12:30 AM	AIMTWT---	:30	3	\$10.00	7	0.00	NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWT---		3		\$10.00		0.00					
E 6	8	09/13/16	09/19/16	M-F 12p-1p TU-F,M 12p-1p	CM	12:00 PM-1:00 PM	PMMTWTF--	:30	7	\$55.00	7	0.00	NM	7	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		7		\$55.00		0.00					
E 7	8	09/13/16	09/19/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	MTWTF--	:30	5	\$55.00	7	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$55.00		0.00					
E 8	8	09/13/16	09/19/16	M-F 4p-5p TU-F,M 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	7	\$75.00	7	0.00	NM	7	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		7		\$75.00		0.00					
E 9	8	09/13/16	09/19/16	M-F 5a-6a TU-F,M 5a-6a	CM	5:00 AM-6:00 AM	MTWTF--	:30	5	\$75.00	7	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$75.00		0.00					
E 10	8	09/13/16	09/19/16	M-F 5p-6p TU-F,M 5p-6p	CM	5:00 PM-6:00 PM	MTWTF--	:30	5	\$180.00	7	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$180.00		0.00					
E 11	8	09/13/16	09/19/16	M-F 6a-7a TU-F,M 6a-7a	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$180.00	7	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$180.00		0.00					
E 12	8	09/13/16	09/19/16	M-F 6p-7p TU-F,M 6p-7p	CM	6p-7p	MTWTF--	:30	7	\$265.00	7	0.00	NM	7	\$1,855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		7		\$265.00		0.00					
E 13	8	09/13/16	09/19/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$100.00	7	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		3		\$100.00		0.00					
E 14	8	09/13/16	09/19/16	M-F 7a-8a TU-F,M 7a-8a	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$180.00	7	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$180.00		0.00					
E 15	8	09/13/16	09/19/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	MTWTF--	:30	3	\$100.00	7	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		3		\$100.00		0.00					
E 16	8	09/13/16	09/19/16	M-F 8a-9a TU-F,M 8a-9a	CM	8:00 AM-9:00 AM	MTWTF--	:30	5	\$115.00	7	0.00	NM	5	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$115.00		0.00					
E 17	8	09/13/16	09/19/16	M-F 9a-10a TU-F,M 9a-10a	CM	9:00 AM-10:00 AM	AMMTWTF--	:30	5	\$75.00	7	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$75.00		0.00					

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E 17	8	09/13/16	09/19/16	M-F 9a-10a TU-F,M 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$75.00	07	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/16	09/19/16	MTWTF--		5		\$75.00		0.00					
E 18	8	09/16/16	09/16/16	Friday Prime Hour 1 ROSEWOOD	CM	8:00 PM-9:00 PM	----1--	:30	1	\$250.00	07	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	----1--		1		\$250.00		0.00					
E 19	8	09/19/16	09/19/16	Monday Prime Hour 1 SYTYCD	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	1-----	:30	1	\$500.00	07	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/19/16	09/25/16	1-----		1		\$500.00		0.00					
E 20	8	09/18/16	09/18/16	NFL Reg Ssn Local Tm 49ERS @ PANTHERS	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----1	:30	1	\$3,500.00	07	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	-----1		1		\$3,500.00		0.00					
E 21	8	09/18/16	09/18/16	M-Su 10p-11p Su 10p-11p	CM	10:00 PM-11:00 PM (10:00 PM-11:00 PM)	PI-----1	:30	1	\$250.00	07	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	PI-----1		1		\$250.00		0.00					
E 22	8	09/15/16	09/15/16	Thursday Prime BONES	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$400.00	07	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---1---		1		\$400.00		0.00					
E 23	8	09/14/16	09/14/16	Wednesday Prime Hour MASTERCHEF	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--1----	:30	1	\$500.00	07	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	--1----		1		\$500.00		0.00					
													Totals	85	\$14,970.00

## 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> <span style="font-size: 1.2em; margin-left: 100px;">WGNP</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">5/5/16</span>
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I, Mike Furman - authorized media buyer,  
 being/on behalf of: Ray Cooper,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Governor  
 in the General  
 election to be held on: November 9 2016

do hereby request station time as follows:

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

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

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

Cooper for North Carolina

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:

Scott Falmer

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**

5/4/16

Date

[Signature]

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]  
Signature

Barbara J. Ostrom  
Printed Name

VPOS  
Title

**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
		As	ordered		

**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.**