

## ORDER


**Oklahoma's Own**  
 KWTW-TV

**Orders**  
**Order / Rev:** 4307  
**Alt Order #:** 07147735  
**Product Desc:** TW SHANNON FOR SEN  
**Estimate:** 3461  
**Flight Dates:** 04/14/14 - 04/30/14  
**Original Date / Rev:** 04/11/14 / 04/11/14  
**Order Type:** GENERAL

**Primary AE:** Teresa Difuria  
**Sales Office:** PHILA  
**Sales Region:** National

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop, The Gooding House  
 Delaware, OH 43015

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

**Advertiser Name:** T.W. Shannon for US Senate - Rep  
**Demographic:** A35+  
**Product Codes:** Candidates  
**Priority:** P-03  
**Revenue Codes:** AGY, POL, POL-CAND

**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
03/31/14	04/27/14	21	\$9,375.00	\$7,968.75
04/28/14	04/30/14	4	\$1,645.00	\$1,398.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2014	21	\$9,375.00	\$7,968.75	0.00
May 2014	4	\$1,645.00	\$1,398.25	0.00
<b>Totals</b>	<b>25</b>	<b>\$11,020.00</b>	<b>\$9,367.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa Difuria			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
E 1	KWTW	04/14/14	04/15/14	The Price is Right The Price is Right	CM	10a-11a	MT-----	:30	2	\$275.00	P-03	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		04/14/14	04/20/14	MT-----		2			\$275.00	0.00					
E 2	KWTW	04/21/14	04/24/14	The Price is Right The Price is Right	CM	10a-11a	MT-T---	:30	3	\$275.00	P-03	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		04/21/14	04/27/14	MT-T---		3			\$275.00	0.00					
E 3	KWTW	04/28/14	04/29/14	The Price is Right The Price is Right	CM	10a-11a	MT-----	:30	2	\$275.00	P-03	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		04/28/14	05/04/14	MT-----		2			\$275.00	0.00					
E 4	KWTW	04/15/14	04/17/14	Young and Restless M-F 11a-12p	CM	11a-12p	-T-T---	:30	2	\$290.00	P-03	0.00	NM	2	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		04/14/14	04/20/14	-T-T---		2			\$290.00	0.00					
E 5	KWTW	04/30/14	04/30/14	Young and Restless M-F 11a-12p	CM	11a-12p	--1----	:30	1	\$290.00	P-03	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		04/28/14	05/04/14	--1----		1			\$290.00	0.00					
E 6	KWTW	04/14/14	04/16/14	Local News @12p 12p News M-F	CM	12p-1230p	MTW----	:30	3	\$285.00	P-03	0.00	NM	3	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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Alt Order #: 07147735  
Flight Dates: 04/14/14 - 04/30/14

Advertiser: T.W. Shannon for US Senate - Rep  
Product Desc: TW SHANNON FOR SEN  
Estimate: 3461  
KWTW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KWTW	04/14/14	04/16/14	Local News @12p 12p News M-F	CM	12p-1230p	MTW----	:30	3	\$285.00	P-03	0.00	NM	3	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/14/14	04/20/14	MTW----		3			\$285.00			0.00			
E 7	KWTW	04/22/14	04/24/14	Local News @12p 12p News M-F	CM	12p-1230p	-TWT---	:30	3	\$285.00	P-03	0.00	NM	3	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/21/14	04/27/14	-TWT---		3			\$285.00			0.00			
E 8	KWTW	04/14/14	04/16/14	News 9 @ 6p 6p News	CM	6p-630p	M-W----	:30	2	\$805.00	P-03	0.00	NM	2	\$1,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/14/14	04/20/14	M-W----		2			\$805.00			0.00			
E 9	KWTW	04/21/14	04/25/14	News 9 @ 6p 6p News	CM	6p-630p	MT-TF--	:30	4	\$805.00	P-03	0.00	NM	4	\$3,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/21/14	04/27/14	MT-TF--		4			\$805.00			0.00			
E 10	KWTW	04/29/14	04/29/14	News 9 @ 6p 6p News	CM	6p-630p	-1-----	:30	1	\$805.00	P-03	0.00	NM	1	\$805.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/28/14	05/04/14	-1-----		1			\$805.00			0.00			
E 11	KWTW	04/27/14	04/27/14	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$650.00	P-03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/21/14	04/27/14	-----1		1			\$650.00			0.00			
E 12	KWTW	04/21/14	04/25/14	Let's Make A Deal Let's Make a Deal	CM	2p-3p	MTWTF--	:30	1	\$230.00	P-03	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 04/21/14	04/27/14	MTWTF--		1			\$230.00			0.00			
Totals														25	\$11,020.00

## 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

**Station and Location:**

**Date:**

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: T.W. SHANNON,

a legally qualified candidate of the REPUBLICAN

political party for the office of: U.S. SENATE - OKLAHOMA

in the PRIMARY

election to be held on: JUNE 24, 2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

**SHANNON FOR SENATE - PO BOX 18182 OKLAHOMA CITY, OK 73154**

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:

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***

2/13/14

Date



Signature

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

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

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, STRATEGIC MEDIA PLACEMENT

(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

KEGAN BERAN

printed name

2/13/14

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

**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.