

CONTRACT

WSFL-TV
500 E Broward Blvd
9th Floor
Ft Lauderdale, FL 33394
(954) 627-7300

And:

Multi Media Services
915 King Street
2nd Floor
Alexandria, VA 22314

Contract / Revision 20746 /		Alt Order # 07470236
Product SCOT,NUN,ING 10/29		
Contract Dates 10/29/14 - 11/04/14		Estimate # 334
Advertiser Republican Party of Florida		Original Date / Revision 10/28/14 / 10/28/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WSFL-TV	Account Executive Cheryl Long	Sales Office NSO Washingtc
Special Handling		
Demographic Adults 35+		
IDB# 14212	Advertiser Code 10	Product Code 38
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	MI	10/31/14	10/31/14	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	----1--				1	\$450.00	0.00			
N 2	MI	10/31/14	10/31/14	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	----1--				1	\$450.00	0.00			
N 3	MI	10/31/14	10/31/14	Two And A Half Men	7:00 PM-7:30 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	----1--				1	\$550.00	0.00			
N 4	MI	10/31/14	10/31/14	Celebrity Name Game	7:30 PM-8:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	----1--				1	\$550.00	0.00			
N 5	MI	11/03/14	11/03/14	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$450.00	0.00			
N 6	MI	11/03/14	11/03/14	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$450.00	0.00			
N 7	MI	11/03/14	11/03/14	Two And A Half Men	7:00 PM-7:30 PM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$525.00	0.00			
N 8	MI	11/03/14	11/03/14	Celebrity Name Game	7:30 PM-8:00 PM		:30				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$420.00	0.00			
N 9	MI	10/30/14	10/30/14	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$450.00	0.00			
N 10	MI	10/30/14	10/30/14	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$450.00	0.00			
N 11	MI	10/30/14	10/30/14	Two And A Half Men	7:00 PM-7:30 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$550.00	0.00			
N 12	MI	10/30/14	10/30/14	Celebrity Name Game	7:30 PM-8:00 PM		:30				NM	1	\$550.00

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

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. Station will not be bound by conditions printed on otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WSFL-TV
500 E Broward Blvd
9th Floor
Ft Lauderdale, FL 33394
(954) 627-7300

<u>Contract / Revision</u>	<u>Alt Order #</u>
20746 /	07470236

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/14 - 11/04/14	SCOT,NUN,ING 10/29	334

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Party of Flori	10/28/14 / 10/28/14

*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:		10/27/14	11/02/14	---1---				1	\$550.00	0.00			
N 13	MI	10/29/14	10/29/14	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$450.00	0.00			
N 14	MI	10/29/14	10/29/14	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$450.00	0.00			
N 15	MI	10/29/14	10/29/14	Two And A Half Men	7:00 PM-7:30 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$550.00	0.00			
N 16	MI	10/29/14	10/29/14	Celebrity Name Game	7:30 PM-8:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$550.00	0.00			
N 17	MI	10/29/14	10/29/14	Arrow	8:00 PM-9:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$1,200.00	0.00			
N 18	MI	10/30/14	10/30/14	Vampire Diaries	8:00 PM-9:00 PM		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$2,500.00	0.00			
N 19	MI	10/31/14	10/31/14	America's Next Top Model	9:00 PM-10:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	----1--				1	\$350.00	0.00			
N 20	MI	11/03/14	11/03/14	M-F 1a-130a	1:00 AM-1:30 AM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$25.00	0.00			
Totals										0.00		20	\$11,920.00

Time Period	# of Spots	Gross Amount	Net Amount
10/27/14 - 11/03/14	20	\$11,920.00	\$10,132.00
Totals	20	\$11,920.00	\$10,132.00

Signature: _____

Date: _____

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

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. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

FAX# 213 504 1103
OCT28/14 14.43
HARRIS REPORT FROM REP *** WSFL-TV ***
CHANGES

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	:	:	:	:	:
AGENCY ADVERTISER CODE = 10 AGENCY PRODUCT CODE = 38 AGENCY EST# = 334											
1	ZN	600P-630P	30		\$450.00	10/31	10/31	1		FRI	1
PROGRAM : MODERN FAMILY CON COM1 : MODERN FAMILY											
2	ZN	630P-700P	30		\$450.00	10/31	10/31	1		FRI	1
PROGRAM : MODERN FAMILY CON COM1 : MODERN FAMILY											
3	ZN	700P-730P	30		\$550.00	10/31	10/31	1		FRI	1
PROGRAM : TWO & HALF MEN CON COM1 : TWO & HALF MEN											

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
4		ZN	730P-800P	30		\$550.00	10/31	10/31	1		FRI	1
PROGRAM : CELEBRITY NAME GAME												
CON COM1: CELEBRITY NAME GAME												
5		ZN	600P-630P	30		\$450.00	11/3	11/3	1		MON	1
PROGRAM : MODERN FAMILY												
CON COM1: MODERN FAMILY												
6		ZN	630P-700P	30		\$450.00	11/3	11/3	1		MON	1
PROGRAM : MODERN FAMILY												
CON COM1: MODERN FAMILY												
7		ZN	700P-730P	30		\$525.00	11/3	11/3	1		MON	1
PROGRAM : TWO & HALF MEN												
CON COM1: TWO & HALF MEN												
8		ZN	730P-800P	30		\$420.00	11/3	11/3	1		MON	1
PROGRAM : TWO & HALF MEN												
CON COM1: TWO & HALF MEN												
9		ZN	600P-630P	30		\$450.00	10/30	10/30	1		THU	1
PROGRAM : MODERN FAMILY												
CON COM1: MODERN FAMILY												
10		ZN	630P-700P	30		\$450.00	10/30	10/30	1		THU	1
PROGRAM : MODERN FAMILY												
CON COM1: MODERN FAMILY												
11		ZN	700P-730P	30		\$550.00	10/30	10/30	1		THU	1
PROGRAM : TWO & HALF MEN												
CON COM1: TWO & HALF MEN												
12		ZN	730P-800P	30		\$550.00	10/30	10/30	1		THU	1
PROGRAM : CELEBRITY NAME GAME												
CON COM1: CELEBRITY NAME GAME												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

13	ZN		600P-630P	30		\$450.00	10/29	10/29	1		WED	1
----	----	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : MODERN FAMILY												
CON COM1: MODERN FAMILY												

14	ZN		630P-700P	30		\$450.00	10/29	10/29	1		WED	1
----	----	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : MODERN FAMILY												
CON COM1: MODERN FAMILY												

15	ZN		700P-730P	30		\$550.00	10/29	10/29	1		WED	1
----	----	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : TWO & HALF MEN												
CON COM1: TWO & HALF MEN												

16	ZN		730P-800P	30		\$550.00	10/29	10/29	1		WED	1
----	----	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : CELEBRITY NAME GAME												
CON COM1: CELEBRITY NAME GAME												

NOV/14 11920.00 CONTRACT TOTAL 11920.00
 TOTAL SPOTS 20

MARKET TOTALS \$397,333 WSFL 3% WPLG 33% WFOR 20% WTVJ 15% WSVN 27% WAMI 0% WFTV 0%
 WFXM 0% WBFS 2% CABL 0% WSCV 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

FAX# 215 564 1103
OCT28/14 13.51
HARRIS REPORT FROM REP
*** MSET-TV ***

TO EVITA
FROM WES
*NEW ORDER
\$11920/20X
THANKS PLEASE CONFIRM 10/28

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 10 AGENCY PRODUCT CODE = 38 AGENCY EST# = 334												
1			600P-630P	30		\$450.00	10/31	10/31	1		FRI	1
PROGRAM : TWO & HALF MEN CON COM1 : TWO & HALF MEN <i>mod</i>												
2			630P-700P	30		\$450.00	10/31	10/31	1		FRI	1
PROGRAM : TWO & HALF MEN CON COM1 : TWO & HALF MEN <i>mod</i>												
3			700P-730P	30		\$550.00	10/31	10/31	1		FRI	1
PROGRAM : MODERN FAMILY CON COM1 : MODERN FAMILY <i>2.5</i>												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			730P-800P	30		\$550.00	10/31	10/31	1		FRI	1
			PROGRAM : MODERN FAMILY B									
			CON COM1 : MODERN FAMILY B									
5			600P-630P	30		\$450.00	11/3	11/3	1		MON	1
			PROGRAM : TWO & HALF MEN									
			CON COM1 : TWO & HALF MEN									
6			630P-700P	30		\$450.00	11/3	11/3	1		MON	1
			PROGRAM : TWO & HALF MEN									
			CON COM1 : TWO & HALF MEN									
7			700P-730P	30		\$525.00	11/3	11/3	1		MON	1
			PROGRAM : MODERN FAMILY									
			CON COM1 : MODERN FAMILY									
8			730P-800P	30		\$420.00	11/3	11/3	1		MON	1
			PROGRAM : MODERN FAMILY									
			CON COM1 : MODERN FAMILY									
9			600P-630P	30		\$450.00	10/30	10/30	1		THU	1
			PROGRAM : TWO & HALF MEN									
			CON COM1 : TWO & HALF MEN									
10			630P-700P	30		\$450.00	10/30	10/30	1		THU	1
			PROGRAM : TWO & HALF MEN									
			CON COM1 : TWO & HALF MEN									
11			700P-730P	30		\$550.00	10/30	10/30	1		THU	1
			PROGRAM : MODERN FAMILY									
			CON COM1 : MODERN FAMILY									
12			730P-800P	30		\$550.00	10/30	10/30	1		THU	1
			PROGRAM : MODERN FAMILY									
			CON COM1 : MODERN FAMILY									

celeb
mod
mod
2.5
2.5
mod
mod
2.5
mod
celeb

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P	30		\$450.00	10/29	10/29	1		WED	1
			PROGRAM : TWO & HALF MEN									
			CON COM1 : TWO & HALF MEN									
14			630P-700P	30		\$450.00	10/29	10/29	1		WED	1
			PROGRAM : TWO&HALF MEN B									
			CON COM1 : TWO&HALF MEN B									
15			700P-730P	30		\$550.00	10/29	10/29	1		WED	1
			PROGRAM : MODERN FAMILY									
			CON COM1 : MODERN FAMILY									
16			730P-800P	30		\$550.00	10/29	10/29	1		WED	1
			PROGRAM : MODERN FAMILY B									
			CON COM1 : MODERN FAMILY B									
17			800P-900P	30		\$1,200.00	10/29	10/29	1		WED	1
			PROGRAM : ARROW									
			CON COM1 : ARROW									
18			800P-900P	30		\$2,500.00	10/30	10/30	1		THU	1
			PROGRAM : VAMPIRE DIARIES									
			CON COM1 : VAMPIRE DIARIES									
19			900P-1000P	30		\$350.00	10/31	10/31	1		FRI	1
			PROGRAM : AMER NEXT TOP MODEL									
			CON COM1 : AMER NEXT TOP MODEL									
20			100A-130A	30		\$25.00	11/3	11/3	1		MON	1
			PROGRAM : RAYMOND									
			CON COM1 : RAYMOND									

NOV/14 11920.00 CONTRACT TOTAL 11920.00
 TOTAL SPOTS 20

REP HEADLINE# 7470236
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
ORDER WORKSHEET

FAX# 415 304 1103
HARRIS REPORT FROM REP

OCT28/14 13.51
*** WSFL-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	/WK	:	:	:SPTS:

MARKET TOTALS			\$397,333	WSFL 3%								
				WPIG 33%								
				WPXM 0%								
				WFOR 20%								
				WBFS 2%								
				WTVJ 15%								
				CABL 0%								
				WSVN 27%								
				WAMI 0%								
				WLTW 0%								

SVC- NSI
DEMOS- RA35+*

MEMORANDUM

TO: FLORIDA TV STATIONS

FROM: NEAL MCDONALD
MULTI MEDIA SERVICES CORP.

DATE: OCTOBER 28, 2014

RE: REPUBLICAN PARTY OF FLORIDA- ESTIMATE #334

The Republican Party of Florida has an order beginning on your station running 10/29 thru 11/04. Attached is a copy of the order which has already been booked (and may not reflect changes made during the booking process) as well as payment for the order.

If you have any questions, please contact me at 703-341-4289 or nmcdonald@fabmac.com.

Thanks.



Date: 10/28/2014

Estimate:	334	Vendor:	WSEF-TV
Description:	10/29-11/04 1 WK FTM JAX MIA TV Add to		2055 Lee Street
Order BROF			

Flight Start Date:	10/29/2014	05:00 AM	
Flight End Date:	11/4/2014	04:59 AM	Hollyw ood, FL 33020

Phone: 954-925-3939
Fax: 954-922-3965

Affiliation: CW

Estimate Comments: No spots should run after 11am on Tuesday, 11/04.

Daypart Program		Daypart Code	STN Gross	Days							Total Spots	
				Dur	Wed 10/29	Thu 10/30	Fri 10/31	Sat 11/1	Sun 11/2	Mon 11/3	Tue 11/4	
WSFL-TV												
MTuWThF 6:00p- 6:30p		EN	\$550.00	30	1	1	1			1		4
TWO & HALF MEN												
MTuWThF 6:30p- 7:00p		EN	\$550.00	30	1	1	1			1		4
TWO&HALF MEN B												
MTuWThF 7:00p- 7:30p		PA	\$940.00	30	1	1	1			1		4
MODERN FAMILY												
MTuWThF 7:30p- 8:00p		PA	\$940.00	30	1	1	1			1		4
MODERN FAMILY B												
Total Spots:					4	4	4			4		16
Total Cost:					\$11,920.00						16	

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: Florida TV Stations	Date:
---	--------------

I, Dwight Sterling,
 being/on behalf of: Rick Scott, Jeanette Nunez, & Clay Ingram,
 a legally qualified candidate of the Republican
 political party for the office of: Florida Governor and House of Representatives District 119 & 1
 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 Attached	as Ordered		

Attach proposed schedule with charges (if available):

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

Republican Party of Florida, 420 E. Jefferson St., Tallahassee, FL 32301

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:

Jeff Howell, Treasurer RPOF

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

8/28/14

Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Mary Anne Schawone

Signature

Mary Anne Schawone

Printed Name

NM

Title