

ORDER



Orders
Order / Rev: 589341
Alt Order #:
Product Desc: 11/16-11/17
Estimate:
Flight Dates: 11/16/17 - 11/17/17
Original Date / Rev: 11/15/17 / 11/15/17
Order Type: GENERAL

WGNO-TV
Primary AE: Brandi Theard
Sales Office: LOCAL
Sales Region: Local

Agency Name: Teddie Stuart Media Partner
Buying Contact:
Billing Contact:
 757 St. Charles Avenue
 New Orleans, LA 70130

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

Advertiser Name: Charbonnet/D/Mayor
Demographic: A25-54
Product Codes: PL1.f.i
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-Non-PAC

New Business Thru: 07/20/18
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/17/17	8	\$780.00	\$663.00

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	8	\$780.00	\$663.00	0.00
Totals	8	\$780.00	\$663.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brandi Theard			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
N 1	26	11/16/17	11/17/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	---11--	:30	2	\$100.0003		0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/13/17	11/19/17	---11--		2				\$100.00		0.00			
N 2	26	11/16/17	11/17/17	M-F 5p-530p News With A Twist 5p	CM	5p-530p	---11--	:30	2	\$85.0003		0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/13/17	11/19/17	---11--		2				\$85.00		0.00			
N 3	26	11/16/17	11/17/17	M-F 6p-630p News With A Twist 6p	CM	6p-630p	---11--	:30	2	\$105.0003		0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/13/17	11/19/17	---11--		2				\$105.00		0.00			
N 4	26	11/16/17	11/17/17	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	---11--	:30	2	\$100.0003		0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/13/17	11/19/17	---11--		2				\$100.00		0.00			

Totals 8 \$780.00

Charbonnet TV - Runoff 4

Start Date November 16-November 17

#	WGNO	ABC	RTG	TOT PTS	11/13	COST	CPP	COST
2	GMA	M-F 7-9A	2.50	5.00	2	100.00	40.00	200.00
2	NEWS WITH A TWIST	M-F 5P-6P	3.50	7.00	2	85.00	24.29	170.00
2	NEWS WITH A TWIST	M-F 6P-7P	3.00	6.00	2	105.00	95.00	210.00
2	NEWS AT 10P	M-F 10P-10:3	3.00	6.00	2	100.00	33.33	200.00
8	Total Spots		GRP	24.00	8	CPP	32.50	780.00

✓
✓
✓
✓

\$ 780.00

8/3/17

CONFIDENTIAL

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: <u>WBNO-TV</u>	Date: <u>11-15-2017</u>
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I, Victoria Coulon,
 being/on behalf of: Desiree Charbonnefor Mayor, a legally
 qualified candidate of the Democratic political
 party for the office of: Mayor - City of New Orleans
 in the Runoff

election to be held on: November 18, 2017

do hereby request station time as follows:

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

Total Charges: \$ 780

