

ORDER



Orders
Order / Rev: 588352
Alt Order #:
Product Desc: 11/13-11/15
Estimate:
Flight Dates: 11/14/17 - 11/15/17
Original Date / Rev: 11/13/17 / 11/13/17
Order Type: GENERAL

WGNO-TV

Primary AE: Brandi Theard
Sales Office: LOCAL
Sales Region: Local

Agency Name: Teddlie 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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/15/17	8	\$780.00	\$663.00

Totals

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	11/14/17	11/15/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	-11----	:30	2	\$100.00	03	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	11/14/17	11/15/17	M-F 5p-530p News With A Twist 5p	CM	5p-530p	-11----	:30	2	\$85.00	03	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	11/14/17	11/15/17	M-F 6p-630p News With A Twist 6p	CM	6p-630p	-11----	:30	2	\$105.00	03	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	11/14/17	11/15/17	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	-11----	:30	2	\$100.00	03	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 3

November 13-November 15

	WGNO	ABC						
#	DESCRIPTION	TIME	RIG	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-10:34	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:

WGNO-TV

Date:

11/10/17

I, Victoria Coulon

being/on behalf of: Desiree Charbonnet for 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:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

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:

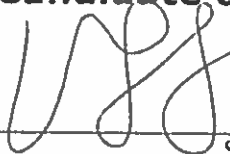
Cynthia Bernard

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).

To Be Signed By Candidate or Authorized Committee

11/10/17

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Rudy Dangle
Printed Name

GSN
Title