

ORDER

Orders

Order / Rev:

409709

All Order #:

08444726

Product Desc:

KENNEDY 4 SEN/NRSC

Estimate:

N18N21

Flight Dates:

11/18/16 - 11/21/16

Original Date / Rev:

11/17/16 / 11/17/16

Order Type:

GENERAL



WGNO-TV

Teresa DiFuria

NPHL

National

Agency

Name:

Smart Media Group LLC

Buying Contact:

Billing Type:

Cash

Billing Contact:

Billing Calendar:

Broadcast

1427 Leslie Ave.

Billing Cycle:

EOM/EOC

Alexandria, VA 22301

Agency Commission:

15%

Advertiser

Name:

Kennedy, J/R/Sen/LA

Demographic:

A35+

New Business Thru:

Product Codes:

PL2 J II

Order Separation:

00:15:00

Priority:

07

Advertiser External ID:

Revenue Codes:

Agency, Political, Political-Non-PAC

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
------------	----------	---------	--------------	------------

10/31/16	11/21/16	2	\$985.00	\$837.25
----------	----------	---	----------	----------

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
-------	---------	--------------	------------	--------

November 2016	2	\$985.00	\$837.25	0.00
---------------	---	----------	----------	------

Totals	2	\$985.00	\$837.25	0.00
---------------	----------	-----------------	-----------------	-------------

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Teresa DiFuria			Start Of Order - End Of Order	100%
----------------	--	--	-------------------------------	------

Order Share

WGNO-TV	Share	Total
---------	-------	-------

Market	100%	\$16,416.67
--------	------	-------------

Competitive Share

Share	Total
-------	-------

CABLE	0%	\$0.00
-------	----	--------

KGLA	0%	\$0.00
------	----	--------

UNKWN	0%	\$0.00
-------	----	--------

WDSU	22%	\$3,611.67
------	-----	------------

WHNO	0%	\$0.00
------	----	--------

WLAE	0%	\$0.00
WNOL	0%	\$0.00
WPXL	0%	\$0.00
WUPL	0%	\$0.00
WVUE	29%	\$4,760.83
WWL	43%	\$7,059.17
WYES	0%	\$0.00

Print Date: 11/17/16 15:52:08 Page 2 of 2

Order / Rev:	409709	Advertiser:	Kennedy, J/R/Sen/LA
Alt Order #:	08444726	Product Desc:	KENNEDY 4 SEN/NRSC
Flight Dates:	11/18/16 - 11/21/16	Estimate:	N18N21
			WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	26	11/21/16	11/21/16	M-F 5p-530p News With A Twist 5p	CM	5:00 PM-5:30 PM	1-----	:30	1	\$85.0007		0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 11/21/16		11/21/16	11/27/16	1-----			1			\$85.00		0.00			
E 3	26	11/21/16	11/21/16	Monday Prime Monday Prime	CM	7:00 PM-9:00 PM	1-----	:30	1	\$900.0007		0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 11/21/16		11/21/16	11/27/16	1-----			1			\$900.00		0.00			

Totals 2 \$985.00

REP HEADLINE# 8444726
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
NOV17/16 15.02
*** WGNO-TV ***

ADV # ADV. NAME POLI/KENNEDY/NRSC REP. # OFF. # 13 SALESMAN #
AGY # AGY. NAME SMART MEDIA GROUP BUYER NAME PATRICIA DOME

1427 LESLIE AVE
ALEXANDRIA, VA 22301
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 8444726 CLASS: NATL. LOCAL REGIONAL

PRDCT KENNEDY 4 SEN/NRSC EST#*** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV18/16 NOV21/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV17/16 15.02

REP: NEW ORDER FOR JOHN KENNEDY FOR SENATE/NRSC
TOTAL 1070
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****
JOHN KENNEDY FOR SENATE/NRSC

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

AGENCY ADVERTISER CODE = KENSC AGENCY EST# = N18N21
AGENCY PRODUCT CODE = ORDR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$85.00	11/18	11/18	1		FRI	1
PROGRAM : NEWS WITH A TWIST 5P ORD COM1 : NULL CON COM1 : NEWS WITH A TWIST 5P												

REP HEADLINE# 8444726
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 NOV17/16 15.02
 *** WGNO-TV ***

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

2			500P-530P	30		\$85.00	11/21	11/21	1		MON	1
---	--	--	-----------	----	--	---------	-------	-------	---	--	-----	---

PROGRAM : NEWS WITH A TWIST 5P
 ORD COM1: NULL
 CON COM1: NEWS WITH A TWIST 5P

3			700P-900P	30		\$900.00	11/21	11/21	1		MON	1
---	--	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : DANCING WITH THESTAR
 ORD COM1: NULL
 CON COM1: DANCING WITH THESTAR

NOV/16 \$1,070.00											
-------------------	--	--	--	--	--	--	--	--	--	--	--

MARKET TOTALS \$17,833											
WGNO 6% WML 43% WVUE 29% WDSU 22% WNOL 0% WCCL 0% WOFL 0%											
CABL 0% WPXI 0%											

SVC- NSI
 DEMOS- RA35+ A35+*

CONTRACT TOTAL \$1,070.00
 TOTAL SPOTS 3

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 - NOLA	Date: 11/17/14
---	--

I, Smart Media Group,

being/on behalf of: Kennedy for U.S. Senate,

a legally qualified candidate of the Republican

political party for the office of: U.S. Senate

in the Special

election to be held on: December 10, 2016

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					

Attach proposed schedule with charges (if available):

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

Kennedy for U.S. Senate/NRSC

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:

William Vanderbrook

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

11/16/16

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Linda Anderson

Printed Name

NSM

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, Smart Media Group

(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

Smart Media Group

printed name

11/16/17

date