

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>CBS/NBC, Alachua/Marion County</u>	Date: <u>9/30/16</u>
---	--------------------------------

I, Robert Kravies

being/on behalf of: Keith Perry

a legally qualified candidate of the Republican

political party for the office of: FL Senate, Dist 8

in the 2016 General

election to be held on: Nov. 8

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): Attached

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

Keith Perry Campaign

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:

Jack Sampselle

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

9/30/16

Date

Robert L. Kim

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Cozy Culleton

Signature

Cozy Culleton

Printed Name

GM

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, _____
(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

printed name

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
<i>See Attached</i>					

Attach proposed schedule with charges (if available):

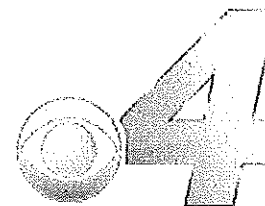
AFTER AIRING OF BROADCASTS:

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.

ORDER



Orders
Order / Rev: 637711
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/01/16 - 10/15/16
Original Date / Rev: 09/30/16 / 09/30/16
Order Type: GENERAL

WGFL

Primary AE: House House-Gainesville FL
Sales Office: LGAN
Sales Region: LOC

Agency Name: Keith Perry Campaign-R
Buying Contact:
Billing Contact:
 3669 SW 2nd Ave
 Gainesville, FL 32607

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 0%

Advertiser Name: Keith Perry Campaign-R
Demographic: A50+
Product Codes: PL Local Candidate
Priority: P-10
Revenue Codes: DIR, Political, General

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 89724
Agency External ID: 89724
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	27	\$8,200.00	\$8,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	27	\$8,200.00	\$8,200.00	157.80
Totals	27	\$8,200.00	\$8,200.00	157.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Gainesville FL	LGAN	LOC	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	WGFL	10/03/16	10/15/16	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$160.00	Pol3	5.50	NM	8	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$160.00		5.50			
		Week: 10/10/16	10/16/16	MTWTF--		5				\$160.00		5.50			
N 2	WGFL	10/03/16	10/15/16	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$180.00	Pol3	6.00	NM	8	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$180.00		6.00			
		Week: 10/10/16	10/16/16	MTWTF--		5				\$180.00		6.00			
N 3	WGFL	10/03/16	10/15/16	Tuesday Prime A Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$385.00	Pol3	7.30	NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-T-----		1				\$385.00		7.30			
		Week: 10/10/16	10/16/16	-T-----		1				\$385.00		7.30			
N 4	WGFL	10/10/16	10/15/16	Tuesday Prime C Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$245.00	Pol3	6.50	NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-----		1				\$245.00		6.50			
N 5	WGFL	10/03/16	10/09/16	Wednesday Prime A Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$315.00	Pol3	4.40	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--W----		1				\$315.00		4.40			
N 6	WGFL	10/10/16	10/15/16	Friday Prime B	CM	9p-10p	----F--	:30	1	\$230.00	Pol3	3.30	NM	1	\$230.00

Order / Rev: 637711
 Alt Order #:
 Flight Dates: 10/01/16 - 10/15/16

Advertiser: Keith Perry Campaign-R
 Product Desc: WGFL
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/16	10/16/16	----F--	1		\$230.00		3.30						
N 7	WGFL	10/03/16	10/15/16	NCAA College FB Game	CM	330p-CC	-----S-	:30	1	\$945.00	Pol3	10.50	NM	2	\$1,890.00
				College Football Game 330p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----S-	1		\$945.00		10.50						
Week:		10/10/16	10/16/16	-----S-	1		\$945.00		10.50						
N 8	WGFL	10/02/16	10/02/16	NFL Football London	CM	NFL Football Lond	-----S	:30	1	\$400.00	Pol3	3.60	NM	1	\$400.00
				NFL Football London											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/26/16	10/02/16	-----S	1		\$400.00		3.60						
N 9	WGFL	10/09/16	10/09/16	NFL Football Game 1	CM	NFL Football Gam	-----S	:30	1	\$400.00	Pol3	4.00	NM	1	\$400.00
				NFL Football Game 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/03/16	10/09/16	-----S	1		\$400.00		4.00						
N 10	WGFL	10/02/16	10/09/16	NFL Football Game 2	CM	NFL Football Gam	-----S	:30	1	\$615.00	Pol3	4.20	NM	2	\$1,230.00
				NFL Football Game 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/26/16	10/02/16	-----S	1		\$615.00		4.20						
Week:		10/03/16	10/09/16	-----S	1		\$615.00		4.20						
Totals													27	\$8,200.00	