

ORDER

Orders

Order / Rev:

Alt Order #:

Product Desc:

Estimate:

Flight Dates:

Original Date / Rev:

Order Type:



WGNO-TV

Teresa DiFuria

NPHL

National

Agency

Name:

Buying Contact:

Billing Contact:

Mentzer Media

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Demographic:

Product Codes:

Priority:

Revenue Codes:

ESAFund

HH

PL4,b

07

Agency, Political, Political-Non-PAC

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
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09/26/16	10/10/16	11	\$2,325.00	\$1,976.25
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Totals

Month	# Spots	Gross Amount	Net Amount	Rating
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October 2016	11	\$2,325.00	\$1,976.25	0.00
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Totals	11	\$2,325.00	\$1,976.25	0.00
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Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Teresa DiFuria			Start Of Order - End Of Order	100%
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Order Share

WGNO-TV	Share	Total
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Market	100%	\$46,500.00
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Competitive Share

CABLE	Share	Total
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KGLA	0%	\$0.00
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UNKNWN	0%	\$0.00
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WDSU	38%	\$17,670.00
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WHNO	0%	\$0.00
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Order / Rev: 392123

Advertiser: ESAFund

Print Date: 09/30/16 15:24:36

Page 3 of 3

Alt Order #:	08407496
Flight Dates:	10/04/16 - 10/10/16

Product Desc:	END SPEND ACT FUND
Estimate:	3926

WGNO-TV

Flight Dates: 10/04/16 - 10/10/16

Estimate: 3926

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	26	10/04/16	10/04/16	M-F 10p-1035p WGNO News @ 10p	CM	10:00 PM-10:35 PM	-1-----	:30	1	\$125.0007		0.00	NM	1	\$125.00
		<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	-1-----	1	\$125.00	0.00								
E 10	26	10/04/16	10/04/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	-1-----	:30	1	\$125.0007		0.00	NM	1	\$125.00
		<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	-1-----	1	\$125.00	0.00								
E 11	26	10/05/16	10/05/16	M-F 1135p-1205a M-F 1135p-1205a	CM	11:35 PM-12:05 AM	-1-----	:30	1	\$25.0007		0.00	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:		10/03/16	10/09/16	--1-----	1	\$25.00	0.00								
Totals 11 \$2,325.00															

REP HEADLINE# 8407496
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-4194
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP30/16 14.27
*** WGNO-TV ***

ADV # ADV. NAME ISS/ENDING SPENDING ACTION FUND REP. # OFF. # 13 SALESMAN #
AGY # 1118 AGY. NAME MENNEZER MEDIA SERVICES, INC. BUYER NAME ANNE WITNEHOLT

210 W. PENNSYLVANIA AVE. SUITE 250
TOWSON, MD 21204
SALES PRSN PH- TERESA DIFURTA

ORDER # CONTRACT # 8407496 CLASS: NATL. LOCAL REGIONAL

PRDCT END SEND ACT FUND EST#3926 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT4/16 OCT10/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP30/16 14.27

REP: NEW ORDER FOR ENDING SPENDING ACTION FUND
TOTAL 2325
PLS CEM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL ESTIMATES MUST BE ENCLOSED ON THE INVOICES
STATIONS USING ELECTRONIC INVOICING, DO NOT SEND PAPER INVOICES:
AGENCY IDB #1021

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
ENDING SPENDING ACTION FUND

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SECS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SECS :
AGENCY ADVERTISER CODE = 114 AGENCY EST# = 3926
AGENCY PRODUCT CODE = 373

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SECS /WK	WEEK INVT	DAYS	TOTL SECS
1			1000P-1035P	30		\$125.00	10/7	10/7	1		FRI	1
PROGRAM : WGNO NEWS 10PM												
RADDUITS : 1.4												
ORD COM1 : TARGET 111 INDEX: 111. NIELSEN: 0.6												
CON COM1 : WGNO NEWS 10PM												

SEP 30/16 14.27
*** WGNB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1205A	30		\$25.00	10/7	10/7	1		FRI	1
PROGRAM : NIGHTLINE RADUTS : 0.7 ORD COM1: TARGET 111 INDEX: 118. NIELSEN: 0.5 CON COM1: NIGHTLINE												
3			1000P-1035P	30		\$125.00	10/10	10/10	1		MON	1
PROGRAM : WGNO NEWS 10PM RADUTS : 1.4 ORD COM1: TARGET 111 INDEX: 111. NIELSEN: 0.6 CON COM1: WGNO NEWS 10PM												
4			1135P-1205A	30		\$25.00	10/10	10/10	1		MON	1
PROGRAM : NIGHTLINE RADUTS : 0.7 ORD COM1: TARGET 111 INDEX: 118. NIELSEN: 0.5 CON COM1: NIGHTLINE												
5			630P-700P	30		\$125.00	10/10	10/10	1		MON	1
PROGRAM : BUG BANG THEORY RADUTS : 1.8 ORD COM1: TARGET 111 INDEX: 119. NIELSEN: 1.9 CON COM1: BUG BANG THEORY												
6			700P-900P	30		\$900.00	10/10	10/10	1		MON	1
PROGRAM : DANCING-STR-ABC/AVG. ALL WKS RADUTS : 5.5 ORD COM1: TARGET 111 INDEX: 120. NIELSEN: 3.4 CON COM1: DANCING-STR-ABC/AVG. ALL WKS												
7			700P-1030P	30		\$600.00	10/8	10/8	1		SAT	1
PROGRAM : COLLEGE FOOTBALL RADUTS : 4.1 ORD COM1: TARGET 111 INDEX: 110. NIELSEN: 1.4 CON COM1: COLLEGE FOOTBALL												

REP HEADLINE# 8407496
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP30/16 14.27
 *** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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8			630P-700P	30		\$125.00	10/6	10/6	1		THU	1
PROGRAM : BIG BANG THEORY RADUTS : 1.8 ORD COM1: TARGET 111 INDEX: 119. NIELSEN: 1.9 CON COM1: BIG BANG THEORY												

9			1000P-1035P	30		\$125.00	10/4	10/4	1		TUE	1
PROGRAM : WGNO NEWS 10PM RADUTS : 1.4 ORD COM1: TARGET 111 INDEX: 111. NIELSEN: 0.6 CON COM1: WGNO NEWS 10PM												

10			630P-700P	30		\$125.00	10/4	10/4	1		TUE	1
PROGRAM : BIG BANG THEORY RADUTS : 1.8 ORD COM1: TARGET 111 INDEX: 119. NIELSEN: 1.9 CON COM1: BIG BANG THEORY												

11			1135P-1205A	30		\$25.00	10/5	10/5	1		WED	1
PROGRAM : NIGHTLINE RADUTS : 0.7 ORD COM1: TARGET 111 INDEX: 118. NIELSEN: 0.5 CON COM1: NIGHTLINE												

OCT/16 \$2,325.00

CONTRAGE TOTAL \$2,325.00
 TOTAL SPOTS 11

MARKET TOTALS \$46,500

WGNO 5% WML 43% WVUE 13% WDSU 38% WNOI 1% WOCL 0% WUFL 0%
 CABL 0% WPXI 0%

SVC- NSL
 DEMOS- RADUTS*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WCAV - NOLA	Date: 10/4/14
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I, **Rita O'Brennan**
do hereby request station time concerning the following issue:

Ending Spending Action Fund

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

This broadcast time will be used by: Ending Spending Action Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

End ng Spending Action Fund
817 Salsano
Alexandria VA 22314

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

CEO: Todd Ricketts
President: Brian Baker
Treasurer: Nancy Watkins

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 48 hrs before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

8/11/16 [Signature] 202-642-2721
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted In Part ☐ Rejected
[Signature] Linda Anderson NSM
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue/Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

Attach proposed schedule with charges (if available)

GROSS

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.