



RECORD OF REQUEST FOR POLITICAL BROADCAST TIME

Broadcast Time Period Requested: 9/26-10/2/16

1. Name and title of person making request: Mirta De Armas
2. Advertising Agency, if any: The Factor, Inc.
3. (a) Name and Address of Organization paying for time: Marco Rubio For Senate 2016

(b) Name and Address of Organization Furnishing Announcement/Program, if different from above: _____
4. Broadcast to favor candidacy of: Marco Rubio
5. Public office that candidate is seeking: US Senator
6. Political Party to which candidate belongs: Republican
7. Date of request: 9/19/2016
8. Nature of request
 - (a) Request to purchase announcement(s) and/or program(s)
 - (b) Request for broadcast time at no cost to candidate or supporters
 - (c) Other request (give details, e.g., broadcast times, dates, length, reason for request, etc.)
9. Disposition made of request (Attach explanatory statement necessary, attach contract)
 - (a) Granted (Give dates, times, length)
 - (b) Denied (Give reason)
 - (c) Withdrawn (Give reason)
 - (d) Availabilities offered (Give dates, time, length)
10. Subsequent Developments, if any (Give details, attach explanatory statement, if necessary, of preemption, rescheduling, makegoods, etc.)
11. Amount of Charges:
\$2,800 (Gross) \$2,380 (Net) Contract # 7664

Name of employee completing this form / date

Desiderio Hernandez 9/23/16

CONTRACT

WGEN
1800 NW 94th Avenue
Miami, FL 33172
(212) 822-7015

And:

The Factor, Inc
Attention: Ana Carbonell
999 ponce de Leon
Coral Gables, FL 33134

<u>Contract / Revision</u> 7664 /		<u>Alt Order #</u>
<u>Product</u> Marco Rubio for Senate 2016		
<u>Contract Dates</u> 09/26/16 - 10/02/16		<u>Estimate #</u>
<u>Advertiser</u> Marco Rubio for Senate 2016		<u>Original Date / Revision</u> 09/23/16 / 09/23/16
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGEN	<u>Account Executive</u> Desiderio Hernandez	<u>Sales Office</u> Doral
<u>Special Handling</u>		
<u>Demographic</u> Households		
		<u>Total Ratings</u> 12.60
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WGEN	09/26/16	10/02/16	M-F 4p-5p	4:00 PM-5:00 PM	MTWTF--	:30	1	\$350.00	2.20	NM	1	\$350.00
				VIP NOT PREEMTABLE									
N 2	WGEN	09/26/16	10/02/16	5:00 PM-5:30 PM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$350.00	1.20	NM	1	\$350.00
				VIP NOT PREEMTABLE									
N 3	WGEN	09/26/16	10/02/16	6:00 PM-7:00 PM	6:00 PM-7:00 PM	MTWTF--	:30	1	\$400.00	1.60	NM	1	\$400.00
				VIP NOT PREEMTABLE									
N 4	WGEN	09/26/16	10/02/16	M-F 10p-1030p	10:00 PM-10:30 PM	MTWTF--	:30	1	\$700.00	2.90	NM	1	\$700.00
				VIP NOT PREEMTABLE									
N 5	WGEN	09/26/16	10/02/16	12:00 PM-1:00 PM	12:00 PM-1:00 PM	-----S-	:30	1	\$350.00	0.50	NM	1	\$350.00
				VIP NOT PREEMTABLE									
N 6	WGEN	09/26/16	10/02/16	3:00 PM-7:00 PM	3:00 PM-7:00 PM	-----S-	:30	2	\$150.00	1.00	NM	2	\$300.00
				VIP NOT PREEMTABLE									
N 7	WGEN	09/26/16	10/02/16	7:00 PM-11:00 PM	7:00 PM-11:00 PM	-----SS	:30	1	\$350.00	0.90	NM	1	\$350.00
				VIP NOT PREEMTABLE									
N 9	WGEN	09/26/16	10/02/16	ADDED VALUE	9:00 AM-12:00 XM	MTWTFSS	:30	1	\$0.00	1.30	NM	1	\$0.00
				VIP NOT PREEMTABLE									
Totals										12.60		9	\$2,800.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/02/16	9	\$2,800.00	\$2,380.00
Totals	9	\$2,800.00	\$2,380.00

Signature: _____ **Date:** _____

ORDER

Orders
 Order / Rev: 7664
 Alt Order #:
 Product Desc: Marco Rubio for Senate 2016
 Estimate:
 Flight Dates: 09/26/16 - 10/02/16
 Original Date / Rev: 09/23/16 / 09/23/16
 Order Type: GENERAL
 Primary AE: Desiderio Hernandez
 Sales Office: DORL
 Sales Region: National
WGEN

Agency
 Name: The Factor, Inc
 Buying Contact: Ana Carbonell
 Billing Contact:
 999 ponce de Leon
 Coral Gables, FL 33134
 Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: WEEKLY
 Agency Commission: 15%

Advertiser
 Name: Marco Rubio for Senate 2016
 Demographic: HH
 Product Codes: Candidates/Issues
 Priority: P-10
 Revenue Codes: AGY, POL, POL-CAND
 New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/02/16	9	\$2,800.00	\$2,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	9	\$2,800.00	\$2,380.00	12.60
Totals	9	\$2,800.00	\$2,380.00	12.60

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Desiderio Hernandez	DORL	National	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	WGEN	09/26/16	10/02/16	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	MTWTF--	:30	1	\$350.00	P-10	2.20	NM	1	\$350.00
N 2	WGEN	09/26/16	10/02/16	M-F 5p-6p 5:00 PM-5:30 PM	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	1	\$350.00	P-10	1.20	NM	1	\$350.00
N 3	WGEN	09/26/16	10/02/16	Sign-On/Sign-Off 6:00 PM-7:00 PM	CM	6:00 PM-7:00 PM (6:00 PM-7:00 PM)	MTWTF--	:30	1	\$400.00	P-10	1.60	NM	1	\$400.00
N 4	WGEN	09/26/16	10/02/16	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTF--	:30	1	\$700.00	P-10	2.90	NM	1	\$700.00
N 5	WGEN	09/26/16	10/02/16	Sign-On/Sign-Off 12:00 PM-1:00 PM	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----S-	:30	1	\$350.00	P-10	0.50	NM	1	\$350.00
N 6	WGEN	09/26/16	10/02/16	Sign-On/Sign-Off 3:00 PM-7:00 PM	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----S-	:30	2	\$150.00	P-10	1.00	NM	2	\$300.00
N 7	WGEN	09/26/16	10/02/16	Sign-On/Sign-Off 7:00 PM-11:00 PM	CM	7:00 PM-11:00 PM (7:00 PM-11:00 PM)	-----SS	:30	1	\$350.00	P-10	0.90	NM	1	\$350.00
N 9	WGEN	09/26/16	10/02/16	Sign-On/Sign-Off ADDED VALUE	CM	9:00 AM-12:00 XM (9:00 AM-12:00 XM)	XXMTWTFSS	:30	1	\$0.00	P-10	1.30	NM	1	\$0.00
Totals														9	\$2,800.00

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>WGEN / WDLP Miami, FL</u>	Date: <u>9/26/16.</u>
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I, ANA M CARBONEL

being/on behalf of: MARCO RUBIO

a legally qualified candidate of the Republican

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

in the November 8th General Election.

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>60"</u> <u>30"</u>					

Attach proposed schedule with charges (if available):

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

MARCO Rubio FOR Senate 2016

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:

LISA Liskner

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

9/9/2016 [Signature]
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] Carlos M Sterling GM
Signature Printed Name 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, MARCO RUBIO FOR SENATE 2016
(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

ANA M. CARBONELL

printed name

9/15/2016

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 PROPOSAL 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.