

ORDER



WSFX

Orders
Order / Rev: 1608246
Alt Order #: 08433757
Product Desc: A BETTER NC
Estimate: 5890
Flight Dates: 11/02/16 - 11/08/16
Original Date / Rev: 11/01/16 / 11/01/16
Order Type: Political

Primary AE: Matthew Wurm
Sales Office: H-DC
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/A Better North Carolina
Demographic: A35+
Product Codes: PL20
Priority: P 2
Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:
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
10/31/16	11/08/16	57	\$13,910.00	\$11,823.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	57	\$13,910.00	\$11,823.50	0.00
Totals	57	\$13,910.00	\$11,823.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			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
E 1	WSFX	11/02/16	11/08/16	News @ 10-11pm (M-F)	Comm	10-11pm	MTWTF--	:30	4	\$500.00	P 2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		4				\$500.00		0.00			
E 2	WSFX	11/02/16	11/08/16	SYN Family Feud 11-1130pm	Comm	11-11:30pm	MTWTF--	:30	5	\$60.00	P 2	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		5				\$60.00		0.00			
E 3	WSFX	11/02/16	11/08/16	SYN Family Feud 11:30p-12	Comm	1130pm-12am	MTWTF--	:30	5	\$60.00	P 2	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		5				\$60.00		0.00			
E 4	WSFX	11/02/16	11/08/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	MTWTF--	:30	3	\$65.00	P 2	0.00	NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		3				\$65.00		0.00			
E 5	WSFX	11/02/16	11/08/16	SYN 12:30-1pm M-F Inside Edition	Comm	12:30-1pm M-F	MTWTF--	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		1				\$75.00		0.00			
E 6	WSFX	11/02/16	11/08/16	SYN Wendy Williams Syn 3-4pm	Comm	3:00 PM-4:00 PM (3:00 PM-4:00 PM)	MTWTF--	:30	4	\$75.00	P 2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--		4				\$75.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFSX	11/02/16	11/08/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	MTWTF--	:30	5	\$80.00	P 2	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					5	\$80.00		0.00			
E 8	WFSX	11/02/16	11/08/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	MTWTF--	:30	4	\$80.00	P 2	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					4	\$80.00		0.00			
E 9	WFSX	11/02/16	11/08/16	M-F 6-7p M-F 6-7p	Comm	6-7p	MTWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					4	\$100.00		0.00			
E 10	WFSX	11/02/16	11/08/16	SYN 7-7:30pm M-F Modern Family	Comm	7-7:30pm M-F	MTWTF--	:30	3	\$200.00	P 2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					3	\$200.00		0.00			
E 11	WFSX	11/02/16	11/08/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	MTWTF--	:30	3	\$60.00	P 2	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					3	\$60.00		0.00			
E 12	WFSX	11/02/16	11/08/16	SYN 7:30-8pm M-F Modern Family	Comm	7:30-8p	MTWTF--	:30	1	\$125.00	P 2	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: 11/02/16	11/08/16	MTWTF--					1	\$125.00		0.00			
E 13	WFSX	11/02/16	11/08/16	SYN M-F 8am-9am RI M-F 8am-9am	Comm	M-F 8-9am	MTWTF--	:30	3	\$40.00	P 2	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					3	\$40.00		0.00			
E 14	WFSX	11/02/16	11/08/16	SYN 9-10am M-F Divorce Court	Comm	9-10am M-F	MTWTF--	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/16	11/08/16	MTWTF--					1	\$65.00		0.00			
E 15	WFSX	11/04/16	11/04/16	Fri Hour 1 Fri Hour 1	Comm	8-9p	----1--	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--					1	\$400.00		0.00			
E 16	WFSX	11/07/16	11/07/16	Mon Hour 1 Mon Hour 1	Comm	8-9p	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----					1	\$800.00		0.00			
E 17	WFSX	11/05/16	11/05/16	News @ 10pm SA News @ 10p	Comm	10-1037p	-----1-	:30	1	\$175.00	P 2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-					1	\$175.00		0.00			
E 18	WFSX	11/06/16	11/06/16	News @ 10pm Su 10-1037p	Comm	10-1037p	-----1	:30	1	\$300.00	P 2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1					1	\$300.00		0.00			
E 19	WFSX	11/06/16	11/06/16	LF (SU) Late Fringe Sunday	Comm	10:30 PM-11:35 PI (10:30 PM-11:35 PM)	-----2	:30	2	\$15.00	P 2	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----2					2	\$15.00		0.00			
E 20	WFSX	11/06/16	11/06/16	NFL Kick Off NFL Kick Off	Comm	11:00 AM-11:30 AI (11:00 AM-11:30 AM)	-----1	:30	1	\$125.00	P 2	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: 10/31/16	11/06/16	-----1					1	\$125.00		0.00			
E 21	WFSX	11/06/16	11/06/16	NFL Local Market Game NFL on Fox	Comm	Various	-----1	:30	1	\$5,000.00	P 2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1					1	\$5,000.00		0.00			

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E 21	WSFX	11/06/16	11/06/16	NFL Local Market Game NFL on Fox	Comm	Various	-----1	:30	1	\$5,000.00	P 2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	-----1		1		\$5,000.00		0.00					
E 22	WSFX	11/03/16	11/03/16	Thu Hour 1 Th Hour 1	Comm	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$600.00	P 2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	---1---		1		\$600.00		0.00					
E 23	WSFX	11/03/16	11/03/16	Thu Hour 2 Th Hour 2	Comm	9-10p	---1---	:30	1	\$500.00	P 2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	---1---		1		\$500.00		0.00					
E 24	WSFX	11/02/16	11/02/16	Wed Hour 1 Wed Hour 1	Comm	8-9p	--1----	:30	1	\$600.00	P 2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	--1----		1		\$600.00		0.00					
													Totals	57	\$13,910.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WSFX Wilm NC	Date: 11/1/16
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I, Great American Media

do hereby request station time concerning the following issue:

General public education concerning public official accountability and North Carolina policy issues of importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	(see attached schedule)				

This broadcast time will be used by: A Better NC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional), (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

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

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):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**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)~~.

A Better NC, P.O. Box 745, Raleigh, North Carolina 27602

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):

M. L. Weisel - General Counsel/Sec/Treas/Director
S. A. Boney - Chair/Director
J. E. Reiff - Director

Great American Media is authorized agent for inquiry/purchase of station broadcast time for sponsor.

