

Received  
7/1/16

## 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**

<b>Station and Location:</b> WRAL-TV, Raleigh, NC	<b>Date:</b> 6/30/16
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I, Mike Furman - authorized media buyer,being/on behalf of: Roy Cooper,a legally qualified candidate of the Democraticpolitical party for the office of: Governorin the Generalelection 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
		As ordered			

 Attach proposed schedule with charges (if available): See Attached

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

Cooper for North Carolina

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:

Scott Falmien

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**

6/30/16  
5/4/16

Date

Paul R.

Signature

**To Be Signed By Station Representative**

☐ Accepted

☒ Accepted in Part

☐ Rejected

Marion Bell  
Signature

MARION BELL  
Printed Name

Sales Manager  
Title  
Director  
6/30/16

Paul  
6/30/16

**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
		As	ordered		

Attach proposed schedule with charges (if available): *See Attached*

**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.

# CONTRACT



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

And:

**Greer Margolis & Mitchell**  
**1010 Wisconsin Avenue, Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 165648 /		<u>Alt Order #</u> 08318389
<u>Product</u> COOPER FOR GOV 8/23		
<u>Contract Dates</u> 08/23/16 - 08/29/16		<u>Estimate #</u> 5001
<u>Advertiser</u> Roy Cooper for Governor		<u>Original Date / Revision</u> 07/01/16 / 07/01/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 297	<u>Product 1/2</u> 317
<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	WRAL	08/23/16	08/29/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$350.00				
N 2	WRAL	08/23/16	08/29/16	Dr. Phil - 2nd Run	11a-12p		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$325.00				
N 3	WRAL	08/23/16	08/29/16	WRAL Noon News	12-1p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$350.00				
N 4	WRAL	08/23/16	08/29/16	Dr. Phil	3-4p		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$275.00				
N 5	WRAL	08/23/16	08/29/16	WRAL 4p News	4-5p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				1	\$550.00				
N 6	WRAL	08/23/16	08/29/16	WRAL 5a News	5a-530a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				1	\$350.00				
N 7	WRAL	08/23/16	08/29/16	WRAL 5p News	5-530p		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$900.00				
N 8	WRAL	08/23/16	08/29/16	WRAL 530a News	530a-6a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				1	\$550.00				
N 9	WRAL	08/23/16	08/29/16	WRAL 530p News	530-6p		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				3	\$900.00				
N 10	WRAL	08/23/16	08/29/16	WRAL 6p News	6p-6:30p		:30				NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				3	\$1,300.00				
N 11	WRAL	08/23/16	08/29/16	WRAL AM News 6-7a	6a-7a		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u>	<u>Alt Order #</u>
165648 /	08318389

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/23/16 - 08/29/16	COOPER FOR GOV 8/2	5001

<u>Advertiser</u>	<u>Original Date / Revision</u>
Roy Cooper for Governor	07/01/16 / 07/01/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				1	\$950.00				
N 12	WRAL	08/23/16	08/29/16	Inside Edition	7-730p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$700.00				
N 13	WRAL	08/23/16	08/29/16	Today Show	7-9a		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				3	\$550.00				
N 14	WRAL	08/23/16	08/29/16	Entertainment Tonight	730-8p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTF--				2	\$700.00				
D 15	WRAL	08/23/16	08/29/16	WRAL 430A News	430a-5a		:30				NM	0	\$0.00
N 16	WRAL	08/28/16	08/28/16	WRAL News Sunday	7a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	-----1				1	\$375.00				
N 17	WRAL	08/23/16	08/29/16	Late News	11-1135p		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/23/16	08/29/16	MTWTFSS				2	\$950.00				
N 18	WRAL	08/24/16	08/24/16	America's Got Talent WED	8-9p		:30				NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	--1----				1	\$2,300.00				
Totals								0.00				31	\$22,425.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/28/16	22	\$15,775.00	(\$2,366.25)	\$13,408.75
08/29/16 - 08/29/16	9	\$6,650.00	(\$997.50)	\$5,652.50
<b>Totals</b>	31	\$22,425.00	(\$3,363.75)	\$19,061.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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