

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**

**Station and Location:****Date:**

WRAL-TV, Raleigh, NC

6/30/16

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 Falkner

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

[Signature]

Signature

**To Be Signed By Station Representative**

☐ Accepted

☒ Accepted in Part

☐ Rejected

[Signature]  
Signature

Marion Bell  
Printed Name

Sales Manager  
Title

Director  
6/30/16

[Signature]  
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**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>165627 /       |  | <u>Alt Order #</u><br>08318385                         |
| <u>Product</u><br>COOPER FOR GOV 8/9         |  |  |
| <u>Contract Dates</u><br>08/09/16 - 08/15/16 |  | <u>Estimate #</u><br>4999                              |
| <u>Advertiser</u><br>Roy Cooper for Governor |  | <u>Original Date / Revision</u><br>07/01/16 / 07/01/16 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast     | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WRAL                      | <u>Account Executive</u><br>Cheryl Blair | <u>Sales Office</u><br>Washington Tel                  |
| <u>Special Handling</u><br>CIA - Mark PAID   |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>Agy Code</u>                              | <u>Advertiser Code</u><br>297            | <u>Product 1/2</u><br>317                              |
| <u>Agency Ref</u>                            | <u>Advertiser Ref</u>                    |  |

And:

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

| *Line | Ch    | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots | Amount      |
|-------|-------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|-----|------|-------|-------------|
| N 1   | WRAL  | 08/09/16          | 08/15/16        | Olympics Daytime          | 10a-5p         |      | :30    |                   |             |     | NM   | 3     | \$1,500.00  |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
|       | Week: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 3                 | \$500.00    |     |      |       |             |
| N 2   | WRAL  | 08/09/16          | 08/15/16        | Olympic 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: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 2                 | \$900.00    |     |      |       |             |
| N 3   | WRAL  | 08/09/16          | 08/15/16        | Olympic WRAL 5-6a News    | 457a-6a        |      | :30    |                   |             |     | NM   | 2     | \$900.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
|       | Week: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 2                 | \$450.00    |     |      |       |             |
| N 4   | WRAL  | 08/09/16          | 08/15/16        | Olympic 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: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 3                 | \$900.00    |     |      |       |             |
| N 5   | WRAL  | 08/09/16          | 08/15/16        | Olympic 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: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 3                 | \$1,300.00  |     |      |       |             |
| N 6   | WRAL  | 08/09/16          | 08/15/16        | Olympic WRAL AM News 6-7a | 6-7a           |      | :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: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 2                 | \$950.00    |     |      |       |             |
| N 7   | WRAL  | 08/09/16          | 08/15/16        | Inside Edition            | 7-730p         |      | :30    |                   |             |     | NM   | 3     | \$2,100.00  |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
|       | Week: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 3                 | \$700.00    |     |      |       |             |
| N 8   | WRAL  | 08/09/16          | 08/15/16        | Olympic 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: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 3                 | \$550.00    |     |      |       |             |
| N 9   | WRAL  | 08/09/16          | 08/15/16        | Olympic Zone              | M-Sa, 7:30p-8p |      | :30    |                   |             |     | NM   | 1     | \$800.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
|       | Week: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 1                 | \$800.00    |     |      |       |             |
| N 10  | WRAL  | 08/09/16          | 08/15/16        | Olympics Primetime        | 8p-12x         |      | :30    |                   |             |     | NM   | 2     | \$13,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
|       | Week: | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 2                 | \$6,500.00  |     |      |       |             |
| N 11  | WRAL  | 08/13/16          | 08/13/16        | Olympic Weekend 6pm News  | 6-630p         |      | :30    |                   |             |     | NM   | 1     | \$475.00    |
|       |       | <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> |
| 165627 /                   | 08318385           |

|                       |                   |                   |
|-----------------------|-------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u>    | <u>Estimate #</u> |
| 08/09/16 - 08/15/16   | COOPER FOR GOV 8/ | 4999              |

|                         |                                 |
|-------------------------|---------------------------------|
| <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:  |      | 08/08/16          | 08/14/16        | -----S-                   |                |      |        | 1                 | \$475.00    |     |      |       |             |
| N 12   | WRAL | 08/13/16          | 08/14/16        | Weekend Daytime Olympics  | 8a-6p          |      | :30    |                   |             |     | NM   | 1     | \$350.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week:  |      | 08/08/16          | 08/14/16        | -----SS                   |                |      |        | 1                 | \$350.00    |     |      |       |             |
| N 13   | WRAL | 08/14/16          | 08/14/16        | Olympics Closing Ceremony | 7-11p          |      | :30    |                   |             |     | NM   | 1     | \$7,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week:  |      | 08/08/16          | 08/14/16        | -----1                    |                |      |        | 1                 | \$7,500.00  |     |      |       |             |
| N 14   | WRAL | 08/09/16          | 08/15/16        | Late News Olympics        | 12-1230x       |      | :30    |                   |             |     | NM   | 2     | \$1,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week:  |      | 08/09/16          | 08/15/16        | MTWTFSS                   |                |      |        | 2                 | \$500.00    |     |      |       |             |
| D 15   | WRAL | 08/09/16          | 08/15/16        | Today Show II             | 9a-10a         |      | :30    |                   |             |     | NM   | 0     | \$0.00      |
| D 16   | WRAL | 08/09/16          | 08/13/16        | On The Record 7p          | 7-730p         |      | :30    |                   |             |     | NM   | 0     | \$0.00      |
| N 17   | WRAL | 08/09/16          | 08/15/16        | Today Show II             | 9a-10a         |      | :30    |                   |             |     | NM   | 2     | \$400.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week:  |      | 08/09/16          | 08/15/16        | MTWTF--                   |                |      |        | 2                 | \$200.00    |     |      |       |             |
| N 18   | WRAL | 08/13/16          | 08/13/16        | On The Record 7p          | 7-730p         |      | :30    |                   |             |     | NM   | 1     | \$125.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week:  |      | 08/09/16          | 08/15/16        | -----S-                   |                |      |        | 1                 | \$125.00    |     |      |       |             |
| Totals |      |                   |                 |                           |                |      |        | 0.00              |             |     |      | 32    | \$40,100.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 08/01/16 - 08/15/16 | 32         | \$40,100.00  | (\$6,015.00) | \$34,085.00 |
| <b>Totals</b>       | 32         | \$40,100.00  | (\$6,015.00) | \$34,085.00 |

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

(\* 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.