

## 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><br><u>WECT WILMINGTON NC</u> | <b>Date:</b><br><u>10-12-16</u> |
|---|---------------------------------|

I, National Media Research, Planning, and Placement,  
 being/on behalf of: The Richard Burr Committee,  
 a legally qualified candidate of the US Senate  
 political party for the office of: Republican  
 in the North Carolina Primary  
 election to be held on: March 15th, 2016

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days         | Class        | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|--------------|----------------|-----------------|
| See Schedule     | See Schedule                     | See Schedule | See Schedule | See Schedule   | See Schedule    |
|                  |                                  |              |              |                |                 |

Attach proposed schedule with charges (if available): \$2,962.<sup>25</sup> NET



# ORDER



**Orders**  
**Order / Rev:** 1599492  
**Alt Order #:** 08414016  
**Product Desc:** BURR FOR SENATE-ADD  
**Estimate:** 8225  
**Flight Dates:** 10/11/16 - 10/17/16  
**Original Date / Rev:** 10/11/16 / 10/11/16  
**Order Type:** General  
**Primary AE:** Mick Nesci  
**Sales Office:** H-DC  
**Sales Region:** National  
**WECT**

**Agency**  
**Name:** National Media Research Planning Pla  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Burr, Richard  
**Demographic:** A35-64  
**Product Codes:** PL820  
**Priority:** P 4  
**Revenue Codes:** Agency, Political, Pol-Candidate  
**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

| Bill Plan  |          |         |              |            | Totals        |           |                   |                   |             |
|------------|----------|---------|--------------|------------|---------------|-----------|-------------------|-------------------|-------------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
| 09/26/16   | 10/17/16 | 24      | \$3,485.00   | \$2,962.25 | October 2016  | 24        | \$3,485.00        | \$2,962.25        | 0.00        |
|            |          |         |              |            | <b>Totals</b> | <b>24</b> | <b>\$3,485.00</b> | <b>\$2,962.25</b> | <b>0.00</b> |

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mick Nesci        |              |              | 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 2  | WECT | 10/14/16          | 10/14/16        | SYN 11a-12p M-F<br>Live w/Kelly & Michael       | Comm  | 11a-12p           | ----1-- | :30         | 1     | \$100.00      | P 4 | 0.00 | NM   | 1     | \$100.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|      |      | Week: 10/10/16    | 10/16/16        | ----1--   |       | 1                 |         | \$100.00    |       | 0.00          |     |      |      |       |          |
| E 3  | WECT | 10/14/16          | 10/14/16        | News at 4p M-F (ef. 9/14)<br>First at Four News | Comm  | 4-430p            | ----1-- | :30         | 1     | \$105.00      | P 4 | 0.00 | NM   | 1     | \$105.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|      |      | Week: 10/10/16    | 10/16/16        | ----1--   |       | 1                 |         | \$105.00    |       | 0.00          |     |      |      |       |          |
| E 4  | WECT | 10/14/16          | 10/14/16        | Carolina In The AM 6A<br>Carolina In The Am 6a  | Comm  | 6-7a              | ----1-- | :30         | 1     | \$235.00      | P 4 | 0.00 | NM   | 1     | \$235.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|      |      | Week: 10/10/16    | 10/16/16        | ----1--   |       | 1                 |         | \$235.00    |       | 0.00          |     |      |      |       |          |
| E 7  | WECT | 10/17/16          | 10/17/16        | SYN 11a-12p M-F<br>Live w/Kelly & Michael       | Comm  | 11a-12p           | 1-----  | :30         | 1     | \$100.00      | P 4 | 0.00 | NM   | 1     | \$100.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|      |      | Week: 10/17/16    | 10/23/16        | 1-----  |       | 1                 |         | \$100.00    |       | 0.00          |     |      |      |       |          |
| E 8  | WECT | 10/17/16          | 10/17/16        | News at 4p M-F (ef. 9/14)<br>First at Four News | Comm  | 4-430p            | 1-----  | :30         | 1     | \$105.00      | P 4 | 0.00 | NM   | 1     | \$105.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|      |      | Week: 10/17/16    | 10/23/16        | 1-----  |       | 1                 |         | \$105.00    |       | 0.00          |     |      |      |       |          |
| E 10 | WECT | 10/15/16          | 10/15/16        | NET Saturday Night Live<br>Saturday Night Live  | Comm  | 1130p-1a          | -----1- | :30         | 1     | \$155.00      | P 4 | 0.00 | NM   | 1     | \$155.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                 |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|      |      | Week: 10/10/16    | 10/16/16        | -----1-   |       | 1                 |         | \$155.00    |       | 0.00          |     |      |      |       |          |

Order / Rev: 1599492  
 Alt Order #: 08414016  
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: POL/Burr, Richard  
 Product Desc: BURR FOR SENATE-ADD  
 Estimate: 8225  
 WECT

| Ln   | Ch          | Start             | End               | Inventory Code   | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg           | Type        | Spots | Amount   |
|------|-------------|-------------------|-------------------|--|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|----------|
| E 11 | WECT        | 10/15/16          | 10/15/16          | News at 6p Sat<br>News at 6P Sat                       | Comm  | 6-630p                | -----1-         | :30           | 1     | \$275.00              | P 4 | 0.00          | NM          | 1     | \$275.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | -----1-  |       | 1                     |                 |               |       | \$275.00              |     | 0.00          |             |       |          |
| E 12 | WECT        | 10/15/16          | 10/15/16          | Carolina in the AM Sat 6a<br>Sat Carolina in the AM 6a | Comm  | 6-7a                  | -----1-         | :30           | 1     | \$90.00               | P 4 | 0.00          | NM          | 1     | \$90.00  |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | -----1-  |       | 1                     |                 |               |       | \$90.00               |     | 0.00          |             |       |          |
| E 13 | WECT        | 10/15/16          | 10/15/16          | SYN 7-730p Sa<br>Wheel of Fortune Weekend              | Comm  | Sa 7-730p             | -----1-         | :30           | 1     | \$160.00              | P 2 | 0.00          | NM          | 1     | \$160.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | -----1-  |       | 1                     |                 |               |       | \$160.00              |     | 0.00          |             |       |          |
| E 14 | WECT        | 10/15/16          | 10/15/16          | NET NBC Sat Today Show<br>NBC Sat Today (7-9a,8/18)    | Comm  | 7-9a, 8/18/12-1fn     | -----1-         | :30           | 1     | \$205.00              | P 2 | 0.00          | NM          | 1     | \$205.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | -----1-  |       | 1                     |                 |               |       | \$205.00              |     | 0.00          |             |       |          |
| E 16 | WECT        | 10/15/16          | 10/15/16          | Earlier CIM Sat 9a<br>Earlier CIM Sat 9a               | Comm  | Various               | -----1-         | :30           | 1     | \$80.00               | P 4 | 0.00          | NM          | 1     | \$80.00  |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | -----1-  |       | 1                     |                 |               |       | \$80.00               |     | 0.00          |             |       |          |
| E 17 | WECT        | 10/13/16          | 10/13/16          | NBC Today Show III<br>NBC Today Show III               | Comm  | 10-11a                | ---1---         | :30           | 1     | \$150.00              | P 2 | 0.00          | NM          | 1     | \$155.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | ---1---  |       | 1                     |                 |               |       | \$150.00              |     | 0.00          |             |       |          |
|      | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                     |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |       |          |
|      | 1           | WECT              | 10/10/16-10/16/16 | NBC Today Show III                                     |       | 10-11a                | ---Th-----      | :30           |       | <del>(\$150.00)</del> |     | 0.00          | NM          |       |          |
|      |             |                   |                   | See MG 17.2<br>[Rate needs to be at \$155 to clear]    |       |                       |                 |               |       |                       |     |               |             |       |          |
|      | 2           | WECT              | 10/13/16-10/13/16 | NBC Today Show III                                     |       | 10-11a                | ---Th-----      | :30           |       | \$155.00              |     | 0.00          | NM          |       |          |
|      |             |                   |                   | Ⓜ MG for 17.1 10/13                                    |       |                       |                 |               |       |                       |     |               |             |       |          |
| E 18 | WECT        | 10/13/16          | 10/13/16          | SYN 11a-12p M-F<br>Live w/Kelly & Michael              | Comm  | 11a-12p               | ---1---         | :30           | 1     | \$100.00              | P 4 | 0.00          | NM          | 1     | \$100.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | ---1---  |       | 1                     |                 |               |       | \$100.00              |     | 0.00          |             |       |          |
| E 19 | WECT        | 10/13/16          | 10/13/16          | News at 4p M-F (ef. 9/14)<br>First at Four News        | Comm  | 4-430p                | ---1---         | :30           | 1     | \$105.00              | P 4 | 0.00          | NM          | 1     | \$105.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | ---1---  |       | 1                     |                 |               |       | \$105.00              |     | 0.00          |             |       |          |
| E 21 | WECT        | 10/12/16          | 10/12/16          | SYN 11a-12p M-F<br>Live w/Kelly & Michael              | Comm  | 11a-12p               | --1----         | :30           | 1     | \$100.00              | P 4 | 0.00          | NM          | 1     | \$100.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | --1----  |       | 1                     |                 |               |       | \$100.00              |     | 0.00          |             |       |          |
| E 22 | WECT        | 10/12/16          | 10/12/16          | News at 4p M-F (ef. 9/14)<br>First at Four News        | Comm  | 4-430p                | --1----         | :30           | 1     | \$105.00              | P 4 | 0.00          | NM          | 1     | \$105.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | --1----  |       | 1                     |                 |               |       | \$105.00              |     | 0.00          |             |       |          |
| N 25 | WECT        | 10/12/16          | 10/14/16          | SYN 3-4p M-F<br>Ellen DeGeneres Show, The              | Comm  | 3-4p                  | --WTF--         | :30           | 3     | \$75.00               | P 6 | 0.00          | NM          | 3     | \$225.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | --WTF--  |       | 3                     |                 |               |       | \$75.00               |     | 0.00          |             |       |          |
| N 26 | WECT        | 10/17/16          | 10/17/16          | NET NBC Today Show<br>NBC Today Show                   | Comm  | 7-9a                  | M-----          | :30           | 1     | \$310.00              | P 2 | 0.00          | NM          | 1     | \$310.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/17/16    | 10/23/16          | M-----   |       | 1                     |                 |               |       | \$310.00              |     | 0.00          |             |       |          |
| N 27 | WECT        | 10/14/16          | 10/14/16          | NET NBC Today Show<br>NBC Today Show                   | Comm  | 7-9a                  | ----F--         | :30           | 1     | \$310.00              | P 2 | 0.00          | NM          | 1     | \$310.00 |
|      |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |          |
|      |             | Week: 10/10/16    | 10/16/16          | ----F--  |       | 1                     |                 |               |       | \$310.00              |     | 0.00          |             |       |          |
| N 28 | WECT        | 10/14/16          | 10/14/16          |  | Comm  | 10-11a                | ----F--         | :30           | 1     | \$155.00              | P 2 | 0.00          | NM          | 1     | \$155.00 |

Order / Rev: 1599492  
 Alt Order #: 08414016  
 Flight Dates: 10/11/16 - 10/17/16

Advertiser: POL/Burr, Richard  
 Product Desc: BARR FOR SENATE-ADD  
 Estimate: 8225  
 WECT

| Ln    | Ch   | Start             | End             | Inventory Code     | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|-------|------|-------------------|-----------------|--------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|------------|
|       |      |                   |                 | NBC Today Show III |       |                   |         |     |       |             |     |               |        |       |            |
|       |      |                   |                 | NBC Today Show III |       |                   |         |     |       |             |     |               |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 10/10/16          | 10/16/16        | ----F--            |       | 1                 |         |     |       | \$155.00    |     | 0.00          |        |       |            |
| N29   | WECT | 10/17/16          | 10/17/16        | NBC Today Show III | Comm  | 10-11a            | M-----  | :30 | 1     | \$155.00    | P 2 | 0.00          | NM     | 1     | \$155.00   |
|       |      |                   |                 | NBC Today Show III |       |                   |         |     |       |             |     |               |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 10/17/16          | 10/23/16        | M-----             |       | 1                 |         |     |       | \$155.00    |     | 0.00          |        |       |            |
| N30   | WECT | 10/12/16          | 10/12/16        | NBC Today Show III | Comm  | 10-11a            | --W---- | :30 | 1     | \$155.00    | P 2 | 0.00          | NM     | 1     | \$155.00   |
|       |      |                   |                 | NBC Today Show III |       |                   |         |     |       |             |     |               |        |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>    |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 10/10/16          | 10/16/16        | --W----            |       | 1                 |         |     |       | \$155.00    |     | 0.00          |        |       |            |
|       |      |                   |                 |                    |       |                   |         |     |       |             |     |               | Totals | 24    | \$3,485.00 |