

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

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

The Richard Burr Committee

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:


Timothy W. Gupton

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***

\_\_\_\_\_  
**Date**

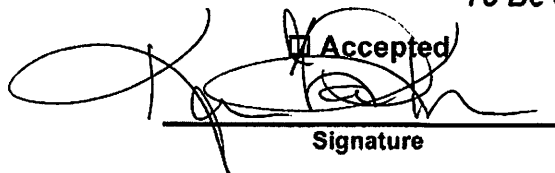
  
**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**

Karen Larkins  
**Printed Name**

NSA  
**Title**

# ORDER



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

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

<b>Advertiser</b>	<b>Name:</b>	<b>POL/Burr, Richard</b>	<b>New Business Thru:</b>
	<b>Demographic:</b>	<b>A35-64</b>	<b>Order Separation:</b> 00:15:00
	<b>Product Codes:</b>	<b>PL820</b>	<b>Advertiser External ID:</b>
	<b>Priority:</b>	<b>P 4</b>	<b>Agency External ID:</b>
	<b>Revenue Codes:</b>	<b>Agency, Political, Pol-Candidate</b>	<b>Unit Code:</b> 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
					Totals	24	\$3,485.00	\$2,962.25	0.00

Account Executives				
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 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. 9/14/16) 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 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 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. 9/14/16) 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 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 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 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 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 NBC Sat Today (7-9a,8/18)	Comm	7-9a, 8/18/12-1p	-----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 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 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 See MG 17.2 [Rate needs to be at \$155 to clear]		10-11a	---Th-----	:30		<del>(\$150.00)</del>		0.00	NM		
	2	WECT	10/13/16-10/13/16	NBC Today Show III Ⓜ MG for 17.1 10/13		10-11a	---Th-----	:30		\$155.00		0.00	NM		
E 18	WECT	10/13/16	10/13/16	SYN 11a-12p M-F 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) 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 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) 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 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 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 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: 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
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