

# ORDER



**Orders**  
**Order / Rev:** 741170  
**Alt Order #:** 13346148  
**Product Desc:** RICK SCOTT FOR FLORIDA 2024-SL T  
**Estimate:** 16342  
**Flight Dates:** 04/08/24 - 04/10/24  
**Original Date / Rev:** 04/02/24 / 04/02/24  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Francisco Framil  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:** Accounts Payable  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser Name:** Rick Scott for Florida  
**Demographic:** A35+  
**Product Codes:** PL1 - Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:** 222033  
**Agency External ID:** 105055  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/10/24	9	\$2,600.00	\$2,210.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	9	\$2,600.00	\$2,210.00	0.00
<b>Totals</b>	<b>9</b>	<b>\$2,600.00</b>	<b>\$2,210.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Francisco Framil	MNAT	National	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
N 1	22	04/08/24	04/10/24	4P-5P IMPLICADOS	CM	4P-5P-M-F (4:00 PM-5:00 PM)	MTW----	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	MTW----		3				\$100.00		0.00			
N 2	22	04/08/24	04/09/24	5P-6P M-F MEGA NEWS 1ST EDITION	CM	5P-6P-M-F- (5:00 PM-6:00 PM)	11-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	11-----		2				\$400.00		0.00			
N 3	22	04/08/24	04/10/24	6P-7P M-F SANCHEZ GRASS EN AMERICA	CM	6P-7P-M-F (6:00 PM-7:00 PM)	MTW----	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	MTW----		3				\$400.00		0.00			
N 4	22	04/09/24	04/09/24	11P-1130P M-F MEGA NEWS LATE EDITION	CM	11P-11:30P-M-F (11:00 PM-11:30 PM)	-T-----	:30	1	\$300.00	P-3	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: 04/08/24	04/14/24	-T-----		1				\$300.00		0.00			
<b>Totals</b>														<b>9</b>	<b>\$2,600.00</b>

# New Order

**Agency:** American Media & Advocacy Group  
**Office:** Alexandria  
**Client:** 754 - Rick Scott for Florida  
**Product:** 1924 - 2024  
**Piggyback Product:**  
**Estimate:** 16342 - SL TV Apr 6 - 10

**Station:** WSBS-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 4/2/2024 9:13:17 AM

**Flight Start:** 04/06/2024  
**Flight End:** 04/10/2024  
**Hiatus:**

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 1.44  
**CPP:** \$1,805.56  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30  
 PopulationBuyType: CPP

**Local/National:** Local  
**Rep Office:** WSBS-TV  
**AE:** Francisco Framil  
**Phone:**  
**OrderID:** 13346148  
**Status:** Pending Review

**Airtime Dollars:** \$2,600.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$2,600.00  
**Total Spots:** 9

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len						Total Spots	A35+			
						4/6	4/7	4/8	4/9	4/10		Rtg	CPP	Imp	CPM
1	MTuWThF 4P-5P IMPLICADOS- POLITICAL CUBA	DT	\$100.00	C	30	0	0	1	1	1	3	0.04	\$2,500.00		
LPJan/2024LS															
2	MTuWThF 5P-6P MEGA NEWS 1st Edition-local news	EN	\$400.00	C	30	0	0	1	1	0	2	0.10	\$4,000.00		
LPJan/2024LS															
3	MTuWThF 6P-7P SANCHEZ GRAS en AMERICA- POLITICAL	EN	\$400.00	C	30	0	0	1	1	1	3	0.34	\$1,176.47		
LPJan/2024LS															
4	MTuWThF 11P- 11:30P MEGANEWS-local news	LN	\$300.00	C	30	0	0	0	1	0	1	0.10	\$3,000.00		
LPJan/2024LS															
<b>Total Spots:</b>						0	0	3	4	2					
<b>Total GRP:</b>						0.0	0.0	0.5	0.6	0.4					
<b>Cash\$ - Spots: \$2,600.00 - 9 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$2,600.00 Total GRP - CPP: 1.4 - \$1,805.56 Total GIMP(000) - CPM: 0 - \$0.00</b>															



# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, American Media & Advocacy Group, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Rick Scott

Authorized committee:

Rick Scott for Florida

Agency requesting time (and contact information):

N/A American Media & Advocacy Group

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

United States Senator from Florida

Date of election:

August 20, 2024

General

Primary

Treasurer of candidate's authorized committee:

Salvatore Purpura

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

#### Candidate/Committee/Agency

Signature:

*Steve Syckes*

Name: Steve Syckes

Date of Request to Purchase Ad Time:

#### Station Representative

Signature:

*Francisco Framil*

Name: FRANCISCO FRAMIL

Date of Station Agreement to Sell Time:

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature: *Steve Syckes*

Name: Steve Syckes

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason: \_\_\_\_\_

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:	Station Call Letters: WSBS	Date Received/Requested: 4/1/23
Est. #:	Station Location: MIAMI	Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.