

# Order #720158: Peterson/D../Peterson/D../MAYORAL CA../

Date	Action	Comment	By	Total \$	# Spots
10/22/21 12:20:05 PM	Processed	<async process>	Sundreauna Walker (sundre	\$1,051.00	25
10/22/21 12:12:49 PM	Approved		Cindy Black (cblack@cumul	\$1,051.00	25
10/22/21 12:12:46 PM	Approval Workflow	[Business Manager - Business Office Approval Needed Default]	Cindy Black (cblack@cumul	\$1,051.00	25
10/22/21 11:17:29 AM	Approval Workflow	[Sales Manager - Ready Default] NAB docs have been reviewed and payment and traffic has been received. Once order is through final approvals, I will upload to the WMNX Public File. Thank you! EMc	Eric McCart (emccart@cumi	\$1,051.00	25
10/22/21 11:17:21 AM	Ready for approval	Ready	Eric McCart (emccart@cumi	\$1,051.00	25
10/22/21 9:49:02 AM	Ready for approval	changed rev code 3	Erin Moran (emoran@cumu	\$1,051.00	25
10/22/21 9:32:13 AM	Ready for approval	changed rate	Erin Moran (emoran@cumu	\$1,051.00	25
10/22/21 8:23:34 AM	Ready for approval	READY	Christy Kramer (maria.kram	\$1,057.00	25
10/22/21 8:09:08 AM	New order created	<new order>	Christy Kramer (maria.kram	\$0.00	0

[Sorted by: Date]

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Leslie Cohen, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Harper Peterson

Authorized committee:

Elect Harper Peterson

Agency requesting time (and contact information):

N/A Elect Harper Peterson

Candidate's political party:

Nonpartisan election

Office sought (no acronyms or abbreviations):

Wilmington Mayor

Date of election:

11/2/21

General

Primary

Treasurer of candidate's authorized committee:

Kathleen Oden

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.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

*Leslie Cohen*

Signature:

*Eric McCart*

Name: Leslie Cohen

Name: Eric McCart

Date of Request to Purchase Ad Time: 10/22/21

Date of Station Agreement to Sell Time: 10/22/21

**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:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: 10/22/21

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 (optional):

\*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 #: 720158-WMNX-Peterson/D/Mayor	Station Call Letters: WMNX-FM	Date Received/Requested: 10/22/21
Est. #:	Station Location: Wilmington, NC	Run Start and End Dates: 10/30/21 - 11/2/21

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.

# ORDER

**Orders**  
**Order / Rev:** 720158  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** MAYORAL CANDIDATE  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 10/30/21 - 11/02/21  
**Original Date / Rev:** 10/22/21 / 10/22/21  
**Order Type:** GENERAL

**WMNX-FM**  
**Primary AE:** Christy Kramer  
**Sales Office:** L-WNC  
**Sales Region:** Local

**Agency**  
**Name:** Peterson/D/Mayor  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** Harper Peterson  
Elect Harper Peterson  
Wilmington, NC 28401

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** Peterson/D/Mayor  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/21	10/31/21	9	\$351.00	\$351.00
11/01/21	11/02/21	16	\$700.00	\$700.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	9	\$351.00	\$351.00	0.00
November 2021	16	\$700.00	\$700.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$1,051.00</b>	<b>\$1,051.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christy Kramer			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	WMNX	10/30/21	11/02/21	Sa-Su AM Sa-Su	CM	6a-10a	-----3-	:30	3	\$39.00	P-10	0.00	NM	3	\$117.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----3-					3	\$39.00		0.00			
Week:		11/01/21	11/07/21	-----					0	\$39.00		0.00			
N 2	WMNX	10/30/21	11/02/21	Sa-Su Midday Sa-Su	CM	10a-3p	-----6-	:30	6	\$39.00	P-10	0.00	NM	6	\$234.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----6-					6	\$39.00		0.00			
Week:		11/01/21	11/07/21	-----					0	\$40.00		0.00			
N 3	WMNX	10/30/21	11/02/21	M-F AM Drive M-F	CM	6a-10a	2-----	:30	2	\$46.00	P-10	0.00	NM	2	\$92.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----					0	\$46.00		0.00			
Week:		11/01/21	11/07/21	2-----					2	\$46.00		0.00			
N 4	WMNX	10/30/21	11/02/21	M-F Midday M-F	CM	10a-3p	2-----	:30	2	\$46.00	P-10	0.00	NM	2	\$92.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 720158  
 Alt Order #:  
 Flight Dates: 10/30/21 - 11/02/21

Advertiser: Peterson/D/Mayor  
 Product Desc: MAYORAL CANDIDATE  
 Estimate:  
**WMNX-FM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WMNX	10/30/21	11/02/21	M-F PM Drive M-F	CM	3p-7p	2-----	:30	2	\$46.00	P-10	0.00	NM	2	\$92.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----			0			\$46.00		0.00			
Week:		11/01/21	11/07/21	2-----			2			\$46.00		0.00			
N 6	WMNX	10/30/21	11/02/21	M-F Evening M-F	CM	7p-12a	2-----	:30	2	\$28.00	P-10	0.00	NM	2	\$56.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----			0			\$28.00		0.00			
Week:		11/01/21	11/07/21	2-----			2			\$28.00		0.00			
N 7	WMNX	10/30/21	11/02/21	M-F AM Drive M-F	CM	6a-10a	-2-----	:30	2	\$46.00	P-10	0.00	NM	2	\$92.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----			0			\$46.00		0.00			
Week:		11/01/21	11/07/21	-2-----			2			\$46.00		0.00			
N 8	WMNX	10/30/21	11/02/21	M-F Midday M-F	CM	10a-3p	-2-----	:30	2	\$46.00	P-10	0.00	NM	2	\$92.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----			0			\$46.00		0.00			
Week:		11/01/21	11/07/21	-2-----			2			\$46.00		0.00			
N 9	WMNX	10/30/21	11/02/21	M-F PM Drive M-F	CM	3p-7p	-4-----	:30	4	\$46.00	P-10	0.00	NM	4	\$184.00
Class A Fixed Non Preemptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----			0			\$46.00		0.00			
Week:		11/01/21	11/07/21	-4-----			4			\$46.00		0.00			
Totals													25	\$1,051.00	