

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Screen Strategies Media-Fairfax
11150 Fairfax Blvd
Ste 505
Fairfax, VA 22030

Contract # 1945168

Schedule Dates 10/13/14-10/19/14
Advertiser Fjeld for Congress-D (90491)
Agency Screen Strategies Media-Fairfax (15683)
Product POLITICAL CANDIDATE (ns) (1186)
Brand FJELD FOR CONGRESS (666205)
Salesperson HOUSE-GREENSBORO, WXLV/WMYV (1030)
Sales Office WXLV/WMYV
Buyer Name BAHNG,CAROLINE
Phone/Fax (703) 272-7300 /
CPE 1044
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments FJELD FOR CONGRESS
10/13-19/2014 TV

Date Entered 10/02/14
Last Modified 10/03/14
Entered By Lisa Carter
CO-OP Yes
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$856.50
Net Total \$4,853.50
Sales Tax

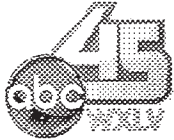
Greensboro (WXLV)

By Broadcast Month	Spots	Rate
Oct. 2014	14	\$5,710.00
Grand Total:	14	\$5,710.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (69)	10/14/14-10/17/14	3	:30	7A- ABC-Good Morning America			1			1			2	\$50.00	\$100.00	Greensboro (WXLV)	GMA	10/2/14
2.0	Normal Line / SPOT (70)	10/13/14-10/13/14	4	:30	10A- Queen Latifah	1								1	\$15.00	\$15.00	Greensboro (WXLV)	QUEEN LATIFAH	10/2/14
3.0	Normal Line / SPOT (72)	10/16/14-10/16/14	2	:30	12:57:56P- ABC-The Chew					1				1	\$55.00	\$55.00	Greensboro (WXLV)	THE CHEW	10/2/14
4.0	Normal Line / SPOT (73)	10/17/14-10/17/14	3	:30	6:58:50P- Family Feud						1			1	\$130.00	\$130.00	Greensboro (WXLV)	FAMILY FEUD	10/2/14
5.0	Normal Line / SPOT (74)	10/14/14-10/14/14	2	:30	7:28:30P- Family Feud B			1						1	\$260.00	\$260.00	Greensboro (WXLV)	FAMILY FEUD	10/2/14
6.0	Normal Line / Prime (75)	10/13/14-10/13/14	2	:30	7:57:56P- ABC-Dancing With The Stars (Monday)	1								1	\$1,050.00	\$1,050.00	Greensboro (WXLV)	DWTS	10/2/14
7.0	Normal Line / Prime (77)	10/16/14-10/16/14	3	:30	10P- ABC-How To Get Away With Murder (Thursday)					1				1	\$700.00	\$700.00	Greensboro (WXLV)	HOW TO GET AWAY W/MURDER	10/2/14
8.0	Normal Line / Prime (78)	10/17/14-10/17/14	3	:30	7:58P- 9P (EST)						1			1	\$300.00	\$300.00	Greensboro (WXLV)	LAST MAN/CRISTELA	10/2/14
9.0	Normal Line / Prime (79)	10/19/14-10/19/14	2	:30	8P- ABC-Once Upon A Time (Sunday)								1	1	\$1,400.00	\$1,400.00	Greensboro (WXLV)	ONCE UPON A TIME	10/2/14
10.0	Normal Line / News (80)	10/14/14-10/17/14	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm			1			1			2	\$160.00	\$320.00	Greensboro (WXLV)	NEWS	10/2/14
11.0	Normal Line / SPOT (71)	10/15/14-10/15/14	3	:30	10:58:25A- ABC-The View				1					1	\$80.00	\$80.00	Greensboro (WXLV)	THE VIEW	10/3/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



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12.0	Normal Line / Prime (76)	10/15/14-10/15/14	2	:30	10P- ABC-Nashville (Wednesday)				1					1	\$1,300.00	\$1,300.00	Greensboro (WXLV)	NASHVILLE	10/3/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

mailed Bamer

10/10/14

Buy Detail Report

1945108

Revision #: Date: 10/1/2014

Client: Fjeld for Congress
Media: TV
Product: General
Market: Greensboro-Winston Salem

Estimate: 1044
Description: Fjeld for Congress 10/13-19/2014 TV
Flight Start Date: 10/13/2014 05:00 AM
Flight End Date: 10/19/2014 12:00 AM
Survey: Nov13 DMA Nielsen Live+SD
Buyer: Caroline Bahng

Vendor: WXLV-TV
3500 Myer Lee Drive
Winston-Salem, NC 27101

Send Billing To: Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030
Phone: 703-272-7300

Separation between spots: 15

Phone: 336-722-4545
Fax: 336-723-8217

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Mon 10/13	Tue 10/14	Wed 10/15	Thu 10/16	Fri 10/17	Sat 10/18	Sun 10/19	Total Spots
WXLV-TV												
69	MTuWThF 7:00a- 9:00a Good Morn America	EM	\$50.00 3	30		1			1			2
70	MTuWThF 10:00a-11:00a Queen Latifah	DT	\$15.00 4	30	1							1
71	MTuWThF 11:00a-12:00p The View	DT	\$80.00 2	30			1					1
	Sold Out: Lowest Rate to Clear per WXLV											
72	MTuWThF 1:00p- 2:00p The Chew	DT	\$55.00 2	30				1				1
	Sold Out: Lowest Rate to Clear per WXLV											
73	MTuWThF 7:00p- 7:30p Family Feud	PA	\$130.00 3	30					1			1
	Sold Out: Lowest Rate to Clear per WXLV											
74	MTuWThF 7:30p- 8:00p Family Feud	PA	\$260.00 2	30		1						1
	Sold Out: Lowest Rate to Clear per WXLV											
75	M 8:00p-10:00p Dancing with Star	PT	\$1,050.00 2	30	1							1
	Sold Out: Lowest Rate to Clear per WXLV											
76	W 10:00p-11:00p Nashville	PT	\$1,300.00 3	30			1					1
	Sold Out: Lowest Rate to Clear per WXLV											
77	Th 10:00p-11:00p How to Murder	PT	\$700.00 3	30				1				1
	Sold Out: Lowest Rate to Clear per WXLV											
78	F 8:00p- 9:00p Last Man/Cristela	PT	\$300.00 3	30					1			1
	Sold Out: Lowest Rate to Clear per WXLV											

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WXLV-TV												
79	Su 8:00p- 9:00p Once Upon a Time Sold Out: Lowest Rate to Clear per WXLV	PT	\$1,400.00 2	30							1	1
80	MTuWThF 11:00p-11:35p WXLV 11p News Sold Out: Lowest Rate to Clear per WXLV	LN	\$160.00 2	30		1			1			2
Total Spots:					2	3	2	2	4		1	14
Total Cost:			\$5,710.00									14 ✓

10/2/14

Signature: _____

Disclaimer:

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: WXLV-TV	Date: 10/1/2014
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I, Screen Strategies Media,

being/on behalf of: Laura Fjeld,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$4,853.50

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

Laura Fjeld for Congress

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:

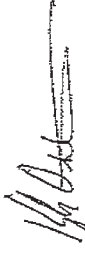
Deborah Hylton

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

10/11/2014



Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Matthew Bowman

CSM

Signature

Printed Name

Title