

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: <u>WNBW - Gainesville, FL</u>	Date: <u>8/18/16</u>
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I, Katelyn Brawn

being/on behalf of: Neal Dunn

a legally qualified candidate of the Republican

political party for the office of: congress

in the primary

election to be held on: 8/30/16

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): gross

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

Friends of Neal Dunn

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:

Abby Dupree

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

M. Dupree
Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

Cory Cullen Cory Cullen GM
Signature Printed Name Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Neal Dunn

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the 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.

☒ the television programming 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.



signature of candidate or authorized committee

Neal Dunn

printed name

date



Political Client
Information Request Form

Candidate Name: Neal Dunn

Official Campaign Name: Friends of Neal Dunn

Address: 2640A Mitcham Drive

City, State & Zip Code: Tallahassee, FL 32308

Campaign Phone: 850-205-2022

Campaign Fax: 850-577-1970

Campaign Contact Person: Marc Reichelderfer

Campaign Treasurer: Abby Dupree

ORDER



Orders
Order / Rev: 617491
Alt Order #: 25269468
Product Desc: 3DUNN
Estimate: 3551
Flight Dates: 08/22/16 - 08/30/16
Original Date / Rev: 08/18/16 / 08/18/16
Order Type: GENERAL

WNBW
Washington DC Millennium/DC
K-WSH
NAT

Agency Name: Mentzer Media Service
Buying Contact:
Billing Contact:
 210 W Pennsylvania
 Towson, MD 21204

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Friends of Neal Dunn-R
Demographic: A50+
Product Codes: PL US Congress Candidate
Priority: P-10
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 86609
Agency External ID: 11306
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/22/16	08/28/16	6	\$295.00	\$250.75
08/29/16	09/04/16	1	\$10.00	\$8.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	6	\$295.00	\$250.75	9.40
September 2016	1	\$10.00	\$8.50	1.10
Totals	7	\$305.00	\$259.25	10.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium/D	K-WSH	NAT	Start Of Order - End Of Order	100%

Order Share	Share	Total
WNBW	2%	\$305.00
Market	100%	\$15,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
EGFL	0%	\$0.00
UNKWN	0%	\$0.00
WCJB	73%	\$11,132.50
WGFL	16%	\$2,440.00
WOGX	9%	\$1,372.50
WUFT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WNBW	08/22/16	08/22/16	M-F 4p-5p Fam Feud	CM	630p-7p (4:00 PM-5:00 PM)	M-----	:30	1	\$10.00	Pol4	1.10	NM	1	\$10.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/22/16	08/28/16	M-----			1		\$10.00		1.10				
N 2	WNBW	08/24/16	08/24/16	M-F 4p-5p Fam Feud	CM	630p-7p (4:00 PM-5:00 PM)	--W----	:30	1	\$10.00	Pol4	1.10	NM	1	\$10.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/24/16	08/30/16	--W----			1		\$10.00		1.10				

Order / Rev: 617491
 Alt Order #: 25269468
 Flight Dates: 08/22/16 - 08/30/16

Advertiser: Friends of Neal Dunn-R
 Product Desc: 3DUNN
 Estimate: 3551
 WNBW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WNBW	08/26/16	08/26/16	M-F 4p-5p Fam Feud	CM	630p-7p (4:00 PM-5:00 PM)	----F--	:30	1	\$10.00	Pol4	1.10	NM	1	\$10.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/26/16		09/01/16	----F--						1	\$10.00		1.10			
N 4	WNBW	08/29/16	08/29/16	M-F 4p-5p Fam Feud	CM	630p-7p (4:00 PM-5:00 PM)	M-----	:30	1	\$10.00	Pol4	1.10	NM	1	\$10.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/29/16		09/04/16	M-----						1	\$10.00		1.10			
5	WNBW	08/24/16	08/24/16	Wednesday Prime C Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$75.00	Pol4	2.90	NM	1	\$75.00
NIGHT SHIFT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/24/16		08/30/16	--W----						1	\$75.00		2.90			
6	WNBW	08/22/16	08/22/16	Monday Prime Specials Mon Prime Other	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	M-----	:30	1	\$180.00	Pol4	2.10	NM	1	\$180.00
NINJA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/16		08/28/16	M-----						1	\$180.00		2.10			
N 7	WNBW	08/25/16	08/25/16	M-F 4p-5p Fam Feud	CM	630p-7p (4:00 PM-5:00 PM)	---T---	:30	1	\$10.00	Pol4	1.10	NM	1	\$10.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/24/16		08/30/16	---T---						1	\$10.00		1.10			
													Totals	7	\$305.00