

## 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:**

**Date:**

9/3/2014

I, SUZY Goldman

being/on behalf of: Judge Mark Davis Committee

a legally qualified candidate of the non-partisan

political party for the office of: NC COURT OF APPEALS

in the General

election to be held on: NOV. 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
see attached schedule					

**Attach proposed schedule with charges (if available):**

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

Judge Mark Davis 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:

Davis - Daniel Nunn

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**

9/13/2014  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

BENJAMIN OLSON  
Printed Name

VP  
Title

## ORDER



New

**Orders**  
**Order / Rev:** 767550  
**Alt Order #:**  
**Product Desc:** JUDGE MARK DAVIS NC COURT OF A  
**Estimate:**  
**Flight Dates:** 10/22/14 - 11/03/14  
**Original Date / Rev:** 09/11/14 / 09/11/14  
**Order Type:** GENERAL

WGHP-TV

**Primary AE:** Ben Oldham  
**Sales Office:** HPT  
**Sales Region:** LOC

**Agency Name:** Media Partners, Inc.  
**Buying Contact:** Debbie White  
**Billing Contact:**  
 13200 Strickland Rd  
 Raleigh, NC 27613

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

**Advertiser Name:** Davis, Mark/NC Ct of Appeals  
**Demographic:** A25-54  
**Product Codes:** PL1Kc - State Judge/Other  
**Priority:** 2  
**Revenue Codes:** SP-POL, CAN, GEN

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	6	\$2,700.00	\$2,295.00
10/27/14	11/03/14	9	\$4,800.00	\$4,080.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	6	\$2,700.00	\$2,295.00	0.00
November 2014	9	\$4,800.00	\$4,080.00	12.20
<b>Totals</b>	<b>15</b>	<b>\$7,500.00</b>	<b>\$6,375.00</b>	<b>12.20</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ben Oldham			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WGHP-TV	30%	\$7,500.00
Market	100%	\$25,000.00

## Competitive Share

Competitive Share	Share	Total
UNKWN	70%	\$17,500.00
WFMY	0%	\$0.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	0%	\$0.00
WXLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/22/14	10/24/14	M-F 8-9a	CM-All	8-9a	--111--	:15/:15	3	\$200.002		0.00	BK	3	\$600.00
Fox 8 Morning News 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	--111--					3	\$200.00		0.00			
N 2	8	10/27/14	10/29/14	M-F 8-9a	CM-All	8-9a	111----	:15/:15	3	\$200.002		0.00	BK	3	\$600.00
Fox 8 Morning News 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	111----					3	\$200.00		0.00			



Order / Rev: 767550  
Alt Order #:  
Flight Dates: 10/22/14 - 11/03/14

Advertiser: Davis, Mark/NC Ct of Appeals  
Product Desc: JUDGE MARK DAVIS NC COURT OF A WGHP-TV  
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	8	10/22/14	10/24/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	--111--	:15/:15	3	\$700.00	2	0.00	BK	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/20/14	10/26/14	--111--		3		\$700.00		0.00					
N 4	8	10/27/14	10/30/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	1111---	:15/:15	4	\$700.00	2	0.00	BK	4	\$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: 10/27/14	11/02/14	1111---		4		\$700.00		0.00					
N 5	8	10/31/14	10/31/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	----1--	:15/:15	1	\$700.00	2	6.10	BK	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/27/14	11/02/14	----1--		1		\$700.00		6.10					
N 6	8	11/03/14	11/03/14	LN (M-F) Late News M-F	CM-All	10-1030p (10:00 PM-10:30 PM)	1-----	:15/:15	1	\$700.00	2	6.10	BK	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/03/14	11/09/14	1-----		1		\$700.00		6.10					
Totals													15	\$7,500.00	