

ORDER



WSFX

Orders
Order / Rev: 1555736
Alt Order #: 08324059
Product Desc: COOPER FOR NC
Estimate: 5003
Flight Dates: 08/30/16 - 09/05/16
Original Date / Rev: 07/11/16 / 07/11/16
Order Type: Political
Primary AE: Matthew Wurm
Sales Office: H-DC
Sales Region: National

Agency
Name: Greer Margolis Mitchell & Burns
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Cooper, Roy/D/Governor/North C
Demographic: A35+
Product Codes: PL500
Priority: P 3
Revenue Codes: Agency, Political, Pol-Candidate
New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/05/16	32	\$1,370.00	\$1,164.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	32	\$1,370.00	\$1,164.50	0.00
Totals	32	\$1,370.00	\$1,164.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			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
E 1	WSFX	08/30/16	09/02/16	SYN 10-11am M-F Maury	Comm	10-11am M-F	-TWTF--	:30	2	\$20.00	P 3	0.00	NM	2	\$40.00
		<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	-TWTF--		2				\$20.00		0.00			
E 2	WSFX	08/30/16	09/02/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	-TWTF--	:30	2	\$115.00	P 3	0.00	NM	2	\$230.00
		<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	-TWTF--		2				\$115.00		0.00			
E 3	WSFX	09/05/16	09/05/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	1-----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$20.00		0.00			
E 4	WSFX	09/05/16	09/05/16	SYN Family Feud 11:30p-12 Family Feud 11:30p-12	Comm	1130pm-12am	1-----	:30	1	\$15.00	P 3	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$15.00		0.00			
E 5	WSFX	08/30/16	09/02/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	-TWTF--	:30	2	\$20.00	P 3	0.00	NM	2	\$40.00
		<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	-TWTF--		2				\$20.00		0.00			
E 6	WSFX	08/30/16	09/02/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	-TWTF--	:30	2	\$25.00	P 3	0.00	NM	2	\$50.00
		<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	-TWTF--		2				\$25.00		0.00			

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 Alt Order #: 08324059
 Flight Dates: 08/30/16 - 09/05/16

Advertiser: POL/Cooper, Roy/D/Governor/North Car
 Product Desc: COOPER FOR NC
 Estimate: 5003
 WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WSFX	08/30/16	09/02/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	-TWTF--	:30	2	\$25.00	P 3	0.00	NM	2	\$50.00
		<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	-TWTF--		2				\$25.00		0.00			
E 8	WSFX	08/30/16	09/02/16	SYN 6-630pm M-F Family Feud	Comm	6-630p	-TWTF--	:30	2	\$35.00	P 3	0.00	NM	2	\$70.00
		<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	-TWTF--		2				\$35.00		0.00			
E 9	WSFX	08/30/16	09/02/16	SYN 630-7pm M-F Family Feud	Comm	630-7pm	-TWTF--	:30	2	\$35.00	P 3	0.00	NM	2	\$70.00
		<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	-TWTF--		2				\$35.00		0.00			
E 10	WSFX	09/05/16	09/05/16	SYN 7-7:30pm M-F Modern Family	Comm	7-7:30pm M-F	1-----	:30	1	\$40.00	P 3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$40.00		0.00			
E 11	WSFX	08/30/16	09/02/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	-TWTF--	:30	2	\$20.00	P 3	0.00	NM	2	\$40.00
		<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	-TWTF--		2				\$20.00		0.00			
E 12	WSFX	08/30/16	09/02/16	SYN Judge Mathis SYN Judge Mathis	Comm	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-TWTF--	:30	2	\$15.00	P 3	0.00	NM	2	\$30.00
		<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	-TWTF--		2				\$15.00		0.00			
E 13	WSFX	08/30/16	09/02/16	SYN Judge Mathis SYN Judge Mathis	Comm	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-TWTF--	:30	2	\$20.00	P 3	0.00	NM	2	\$40.00
		<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	-TWTF--		2				\$20.00		0.00			
E 14	WSFX	09/05/16	09/05/16	Think You Can Dance Mon Think You Can Dance Mon	Comm	8-10p	1-----	:30	1	\$200.00	P 3	0.00	NM	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: 09/05/16	09/11/16	1-----		1				\$200.00		0.00			
E 15	WSFX	09/04/16	09/04/16	News @ 10pm Su 10-1037p	Comm	10-1037p	-----1	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
		<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	-----1		1				\$75.00		0.00			
E 16	WSFX	08/31/16	08/31/16	Wed Hour 1 Wed Hour 1	Comm	8-9p	--1----	:30	1	\$200.00	P 3	0.00	NM	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: 08/29/16	09/04/16	--1----		1				\$200.00		0.00			
E 17	WSFX	09/05/16	09/05/16	SYN 10-11am M-F Maury	Comm	10-11am M-F	1-----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$20.00		0.00			
E 18	WSFX	09/05/16	09/05/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	1-----	:30	1	\$20.00	P 3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$20.00		0.00			
E 19	WSFX	09/05/16	09/05/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	1-----	:30	1	\$25.00	P 3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$25.00		0.00			
E 20	WSFX	09/05/16	09/05/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	1-----	:30	1	\$25.00	P 3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$25.00		0.00			
E 21	WSFX	09/05/16	09/05/16	SYN 6-630pm M-F Family Feud	Comm	6-630p	1-----	:30	1	\$35.00	P 3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	1-----		1				\$35.00		0.00			

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E 21	WSFX	09/05/16	09/05/16	SYN 6-630pm M-F Family Feud	Comm	6-630p	1-----	:30	1	\$35.00	P 3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	1-----			1			\$35.00		0.00			
E 22	WSFX	09/05/16	09/05/16	SYN 630-7pm M-F Family Feud	Comm	630-7pm	1-----	:30	1	\$35.00	P 3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	1-----			1			\$35.00		0.00			
Totals														32	\$1,370.00

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:

WSFX

Date:

7/12/16

I, Mike Furman - authorized media buyer,
 being/on behalf of: Roy Cooper,
 a legally qualified candidate of the Democratic
 political party for the office of: Governor
 in the General
 election to be held on: November 9, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Cooper for North Carolina

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:

Scott Palmer

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

5/4/16

Date

Paula R.

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Connie Petway

Signature

CONNIE Petway

Printed Name

NSA

Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.