

# ORDER



WSFX

**Orders**  
**Order / Rev:** 1597384  
**Alt Order #:** 08410151  
**Product Desc:** COOPER FOR GOVERNOR  
**Estimate:** 5566  
**Flight Dates:** 10/25/16 - 10/31/16  
**Original Date / Rev:** 10/05/16 / 10/05/16  
**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 4  
**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
09/26/16	10/30/16	19	\$490.00	\$416.50
10/31/16	10/31/16	5	\$85.00	\$72.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	19	\$490.00	\$416.50	0.00
November 2016	5	\$85.00	\$72.25	0.00
<b>Totals</b>	<b>24</b>	<b>\$575.00</b>	<b>\$488.75</b>	<b>0.00</b>

**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	10/25/16	10/28/16	SYN 10-11am M-F Maury	Comm	10-11am M-F	-TWTF--	:30	2	\$10.00	P 4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/16	10/30/16	-TWTF--		2		\$10.00		0.00					
E 2	WSFX	10/25/16	10/28/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	-TWTF--	:30	2	\$115.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$115.00		0.00					
E 3	WSFX	10/25/16	10/28/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	-TWTF--	:30	2	\$15.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$15.00		0.00					
E 4	WSFX	10/25/16	10/28/16	SYN Family Feud 11:30pm Family Feud 11:30p-12	Comm	1130pm-12am	-TWTF--	:30	2	\$10.00	P 4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/16	10/30/16	-TWTF--		2		\$10.00		0.00					
E 5	WSFX	10/25/16	10/28/16	SYN 11a-12p M-F Judge Mathis	Comm	11a-12p M-F	-TWTF--	:30	2	\$20.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$20.00		0.00					
E 6	WSFX	10/31/16	10/31/16	SYN 12:30-1pm M-F Inside Edition	Comm	12:30-1pm M-F	1-----	:30	1	\$20.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$20.00		0.00					

Order / Rev: 1597384  
 Alt Order #: 08410151  
 Flight Dates: 10/25/16 - 10/31/16

Advertiser: POL/Cooper, Roy/D/Governor/North Car  
 Product Desc: COOPER FOR GOVERNOR  
 Estimate: 5566  
 WFSX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFSX	10/31/16	10/31/16	SYN 12:30-1pm M-F Inside Edition	Comm	12:30-1pm M-F	1-----	:30	1	\$20.00	P 4	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: 10/31/16	11/06/16	1-----		1		\$20.00		0.00					
E 7	WFSX	10/25/16	10/28/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	-TWTF--	:30	2	\$15.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$15.00		0.00					
E 8	WFSX	10/25/16	10/28/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	-TWTF--	:30	2	\$15.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$15.00		0.00					
E 9	WFSX	10/31/16	10/31/16	SYN 6-630pm M-F Family Feud	Comm	6-630p	1-----	:30	1	\$20.00	P 4	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: 10/31/16	11/06/16	1-----		1		\$20.00		0.00					
E 10	WFSX	10/31/16	10/31/16	SYN 630-7pm M-F Family Feud	Comm	630-7pm	1-----	:30	1	\$20.00	P 4	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: 10/31/16	11/06/16	1-----		1		\$20.00		0.00					
E 11	WFSX	10/25/16	10/28/16	SYN M-F 8am-9am RI M-F 8am-9am	Comm	M-F 8-9am	-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: 10/24/16	10/30/16	-TWTF--		2		\$15.00		0.00					
E 12	WFSX	10/25/16	10/28/16	SYN 9-10am M-F Divorce Court	Comm	9-10am M-F	-TWTF--	:30	2	\$15.00	P 4	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: 10/24/16	10/30/16	-TWTF--		2		\$15.00		0.00					
E 13	WFSX	10/30/16	10/30/16	News @ 10pm Su 10-1037p	Comm	10-1037p	-----1	:30	1	\$30.00	P 4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/16	10/30/16	-----1		1		\$30.00		0.00					
E 14	WFSX	10/31/16	10/31/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	1-----	:30	1	\$15.00	P 4	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: 10/31/16	11/06/16	1-----		1		\$15.00		0.00					
E 15	WFSX	10/31/16	10/31/16	SYN Family Feud 11:30pm Family Feud 11:30p-12	Comm	1130pm-12am	1-----	:30	1	\$10.00	P 4	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	1-----		1		\$10.00		0.00					

Totals 24 \$575.00

## 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**

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WSFX</span> <span style="margin-left: 100px;">Wilm</span> <span style="margin-left: 100px;">NC</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">5/10/14</span>
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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 Falmer

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

[Signature]

Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

Charlotte Cohen

Signature

Charlotte Cohen

Printed Name

GM

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.**