

# ORDER



WACH

**Orders**  
**Order / Rev:** 336824  
**Alt Order #:**  
**Product Desc:** Comptroller November Political Buy  
**Estimate:** Comptroller November Political Buy  
**Flight Dates:** 10/31/14 - 11/04/14  
**Original Date / Rev:** 10/30/14 / 10/30/14  
**Order Type:** GENERAL

**Primary AE:** Kacey Liles  
**Sales Office:** LWACH  
**Sales Region:** LOC

**Agency Name:** Your Marketing Company  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 536  
 Greenville, SC 29602

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

**Advertiser Name:** Richard Eckstrom for Comptroller Gei  
**Demographic:** A25-54  
**Product Codes:** PL Local Candidate  
**Priority:** P-10  
**Revenue Codes:** AGY, Political, Political Candidate

**New Business Thru:** 11/04/15  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/27/14	11/04/14	41	\$5,000.00	\$4,250.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	41	\$5,000.00	\$4,250.00	53.70
<b>Totals</b>	<b>41</b>	<b>\$5,000.00</b>	<b>\$4,250.00</b>	<b>53.70</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kacey Liles			Start Of Order - End Of Order	100%

Order Share	Share	Total
WACH	54%	\$5,000.00
Market	100%	\$9,259.26

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIS	46%	\$4,259.26
WLTX	0%	\$0.00
WOLO	0%	\$0.00
WQHB	0%	\$0.00
WRJA	0%	\$0.00
WRLK	0%	\$0.00

*[Handwritten Signature]*  
10/30/14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WACH	10/31/14	11/04/14	M-F 6-7am M-F 6-7am	CM	6-7am	MT--F--	:30	6	\$15.00	POL-	0.00	NM	6	\$90.00
		<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	-----		0		\$0.00		0.00					
		Week: 11/03/14	11/09/14	MT-----		6		\$15.00		0.00					
N 2	WACH	10/31/14	11/04/14	M-F 7-8am M-F 7-8am	CM	7-8am	MT--F--	:30	6	\$15.00	POL-	0.00	NM	6	\$90.00
		<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	-----		0		\$0.00		0.00					
		Week: 11/03/14	11/09/14	MT-----		6		\$15.00		0.00					

Order / Rev: 336824  
 Alt Order #:  
 Flight Dates: 10/31/14 - 11/04/14

Advertiser: Richard Eckstrom for Comptroller Gener  
 Product Desc: Comptroller November Poilitical Buy WACH  
 Estimate: Comptroller November Poilitical Buy

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WACH	10/31/14	11/04/14	M-F 8-9am M-F 8-9am	CM	8-9am	MT--F--	:30	6	\$15.00	POL-	0.00	NM	6	\$90.00
		<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	-----		0				\$0.00		0.00			
		Week: 11/03/14	11/09/14	MT-----		6				\$15.00		0.00			
N 4	WACH	10/31/14	11/04/14	M-F 10-1105pm M-F 10-1105pm	CM	10:00 PM-10:35 P (10:00 PM-10:35 PM)	M---F--	:30	2	\$125.00	POL-	3.30	NM	4	\$500.00
		<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	----F--		2				\$125.00		3.30			
		Week: 11/03/14	11/09/14	M-----		2				\$125.00		3.30			
N 5	WACH	11/02/14	11/02/14	SU 10-1035pm SU 10-1035pm	CM	10:00 PM-10:35 P	-----S	:30	2	\$75.00	POL-	3.20	NM	2	\$150.00
		<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	-----S		2				\$75.00		3.20			
N 6	WACH	11/02/14	11/02/14	Sun 10a-11a FOX NEWS	CM	10-11am	-----S	:30	2	\$25.00	POL-	3.20	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: 10/27/14	11/02/14	-----S		2				\$25.00		3.20			
N 7	WACH	10/31/14	10/31/14	Friday Prime A Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$150.00	POL-	3.20	NM	1	\$150.00
		<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	----F--		1				\$150.00		3.20			
N 8	WACH	10/31/14	10/31/14	Friday Prime B Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$125.00	POL-	1.00	NM	1	\$125.00
		<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	----F--		1				\$125.00		1.00			
N 9	WACH	11/01/14	11/01/14	ACC Football ACC Football	CM	11a-11p	-----S-	:30	2	\$75.00	POL-	1.00	NM	2	\$150.00
		<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	-----S-		2				\$75.00		1.00			
N 10	WACH	11/01/14	11/01/14	NCAA College FB Game NCAA College FB Game 1	CM	Various	-----S-	:30	3	\$100.00	POL-	1.00	NM	3	\$300.00
		<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	-----S-		3				\$100.00		1.00			
N 11	WACH	11/02/14	11/02/14	Fox NFL Sunday Fox NFL Sunday	CM	11:58am-1pm	-----S	:30	2	\$150.00	POL-	1.00	NM	2	\$300.00
		<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	-----S		2				\$150.00		1.00			
N 12	WACH	11/02/14	11/02/14	NFL on Fox Game 1 NFL on Fox Game 1	CM	9:28a-7p	-----S	:30	2	\$550.00	POL-	5.50	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----S		2				\$550.00		5.50			
N 13	WACH	11/03/14	11/03/14	Monday Prime A GOTHAM	CM	8p-9p	M-----	:30	1	\$750.00	POL-	0.00	NM	1	\$750.00
		<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	M-----		1				\$750.00		0.00			
N 14	WACH	11/03/14	11/03/14	Prime Access M-F 7p-8p	CM	7p-8p	M-----	:30	2	\$350.00	POL-	0.00	NM	2	\$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	M-----		2				\$350.00		0.00			
N 15	WACH	11/02/14	11/02/14	NFL on Fox Game 1 NFL on Fox Game 1	CM	9:28a-7p	-----S	:30	1	\$455.00	POL-	5.50	NM	1	\$455.00
		<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	-----S		1				\$455.00		5.50			
													Totals	41	\$5,000.00

# Digital Contract

**\$5000.00 Net**

10/31/14-11/4/14

Richard Eckstrom for  
Comptroller General-  
Political Candidate

■ Brightroll



## Strategy

- Pre-roll video in State of South Carolina geographic zone

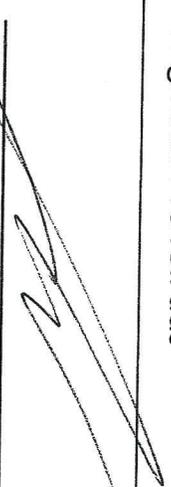
## Targeting

- State of South Carolina
- Conservatives

## Product(s)

Brightroll Pre roll ads

170,000 Impressions

  
Signature

Date

10/30/14

Thomas McDonald, *Your Marketing Company*  
PO Box 536 Greenville SC 29602

Richard Eckstrom for Comptroller  
P.O. Box 11664  
Columbia, S.C. 29211  
tel: 803.521.5633 | [info@Richard-Eckstrom.com](mailto:info@Richard-Eckstrom.com)

**WACHFOX**  
wach.com

## 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> <i>WACH FOX TV, Columbia SC</i>	<b>Date:</b> 10/30/14
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I, Thomas McDonald,

being/on behalf of: Richard Eckstrom,

a legally qualified candidate of the Republican

political party for the office of: Comptroller General

in the State of South Carolina

election to be held on: November 4th, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See attached</i>					

**Attach proposed schedule with charges (if available):** *\$ 5000*

*Broadcast*

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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> WACH Columbia SC	<b>Date:</b> 10/30/14
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I, Thomas McDonald

being/on behalf of: Richard Eckstrom

a legally qualified candidate of the Republican

political party for the office of: Comptroller General

in the State of SC

election to be held on: November 4<sup>th</sup> 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					

**Attach proposed schedule with charges (if available):** \$5000

Digital

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

Yaur Marketing Co

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:

\_\_\_\_\_

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***

10/30/14                      [Signature]  
**Date**                                      **Signature**

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

Accepted                       Accepted in Part                       Rejected

\_\_\_\_\_  
**Signature**                                      **Printed Name**                                      **Title**