

ORDER



WACH

Orders	Order / Rev:	336824
	Alt Order #:	
	Product Desc:	Comptroller November Poilitical Buy
	Estimate:	Comptroller November Poilitical 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 General
	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
Totals	41	\$5,000.00	\$4,250.00	53.70

Account Executives

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

Order Share

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

Competitive Share

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

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 Political Buy
 Estimate: Comptroller November Political Buy
 WACH

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 PM (10:00 PM-10:35 PM)	----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 PM	-----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

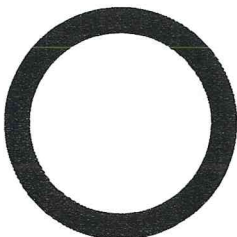
Digital Contract

\$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


10/30/14

Date

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

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

Station and Location: <u>WACH FOX TV, Columbia SC</u>	Date: <u>10/30/14</u>
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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
<u>See attached</u>					

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

Broadcast

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: WACH Columbia SC	Date: 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 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
		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:

Yur 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
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title