

Sue Scherer for State Rep
10/28-11/4/14
#1961188

POLITICAL FILE CHECK LIST

- ☒ Sent Statement of Policy on Political Advertising
- ☒ Original Order and Any revisions to order
- ☒ Station Contract
- ☐ Certification from (Federal only) *N/A*
- ☒ NAB form including authorized officers, directors, agents
- ☐ Rebate information
- ☒ Copy orders sent to Champaign office *sent 10/28/14*
- ☐ Check

Note: Class of time must be shown on contracts and invoices.
Retention Period: Two Years



ORDER WORKSHEET

Rep Order# 10451841 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/27/14 10:09 AM
Last Received: 10/24/14 5:55 PM
Showing Buylines: All Rep Changes or Last Station Changes

1 of 3

Station WRSP-TV SPRINGFIELD, IL
Advertiser (NW80) POLITICAL
Product SUE SCHERER 4 ILHD96
Estimate# 3954
Buyer Danny Neckel

Agency (BUYT) BUYING TIME LLC
650 MASSACHUSETTS AVE NW, SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 584.592/3954
Flight Dates 10/28/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (MAB) ALEXANDRA BRADLEY
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

Ln	Day	Time	Program	Len	RTG/TMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
2	Su	9P-935P	LATE NEWS Buy Comment: BOOKEND 15S V1 Added, Program Name Change	15	-	-	\$150.00	11/02-11/02	1	1	1	\$150.00
3	Tu	5P-530P	Family Feud Buy Comment: BOOKEND 15S V1 More than 2 codes changed	15	-	-	\$150.00	10/28-10/28	1	1	1	\$150.00
4	Th	5P-530P	Family Feud Buy Comment: BOOKEND 15S V1 More than 2 codes changed	15	-	-	\$150.00	10/30-10/30	1	1	1	\$150.00
5	M	5P-530P	Family Feud Buy Comment: BOOKEND 15S V1 More than 2 codes changed	15	-	-	\$150.00	11/03-11/03	1	1	1	\$150.00
6	Tu	530P-6P	Family Feud Buy Comment: BOOKEND 15S V1 More than 2 codes changed	15	-	-	\$150.00	10/28-10/28	1	1	1	\$150.00

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Dates

Ln	Day	Time	Program	Len	RTG/THP	GRPs/	Rate	Spots/	Num of	Total	Total Cost
						(000)		Week	Weeks	Spots	
9	M	530P-6P	Family Feud	15	-	-	\$150.00	1	1	1	\$150.00
			Buy Comment: BOOKEND 15S								
			V1 More than 2 codes changed								
15	M	11A-12P	MAURY	15	-	-	\$50.00	1	1	1	\$50.00
			Buy Comment: BOOKEND 15S								
			V1 Added, Program Name Change								
20	F	9P-935P	LATE NEWS	15	-	-	\$400.00	1	1	1	\$400.00
			Buy Comment: BOOKEND 15S								
			V1 More than 2 codes changed								
21	M	9P-935P	LATE NEWS	15	-	-	\$400.00	1	1	1	\$400.00
			Buy Comment: BOOKEND 15S								
			V1 More than 2 codes changed								

---REPORT TOTALS---

Report Totals: 9 / \$1,750.00

---SALES MONTHLY TOTALS---

Nov2014: 9 / \$1,750.00

Order Totals: 9 / \$1,750.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals \$38,888.89

CABL .00%
WDFN .00%
ERSP .00%
WICS 30.98%
WAND 29.57%
WRSP 4.50%
WBUI .00%
WCIA 34.94%

Books [null]
Demos RA35+P



WRSP+WCCU Combo 65/35 WRSPP
3003 Old Rochester Rd
Springfield, IL 62703

Buying Time Media
650 Massachusetts Ave NW
Ste 210
Washington, DC 20001

Contract # 1961188

Schedule Dates

10/28/14-11/03/14

Advertiser

Scherer for State Representative (73943)

Agency

Buying Time Media (1779)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

SCHERER FOR ST REP. (471564)

Salesperson

Millennium/DG, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Neckel, Danny

Phone/Fax

/

CPE

584/592/3954

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

SUE SCHERER 4 ILHD96

Date Entered 10/27/14

Last Modified 10/27/14

Entered By Kathryn McCutcheon

CO-OP No

Headline # ECR10451841

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$262.50

Net Total \$1,487.50

Sales Tax

WRSP+WCCU Combo 65/35 (WRSPP++)

By Broadcast Month Spots Rate

Nov. 2014 9 \$1,750.00

Grand Total: 9 \$1,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT(B/E) (2)	11/02/14-11/02/14	3	:15/:15	9P- 9:35P (CST)								1	1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSPP) LATE NEWS		10/27/14
2.0	Normal Line / SPOT(B/E) (3)	10/28/14-10/28/14	2	:15/:15	5P- 5:30P (CST)			1						1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSPP) Family Feud		10/27/14
3.0	Normal Line / SPOT(B/E) (4)	10/30/14-10/30/14	2	:15/:15	5P- 5:30P (CST)				1					1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSPP) Family Feud		10/27/14
4.0	Normal Line / SPOT(B/E) (5)	11/03/14-11/03/14	2	:15/:15	5P- 5:30P (CST)		1							1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSPP) Family Feud		10/27/14
5.0	Normal Line / SPOT(B/E) (6)	10/28/14-10/28/14	2	:15/:15	5:30P- 6P (CST)			1						1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSPP) Family Feud		10/27/14
6.0	Normal Line / SPOT(B/E) (9)	11/03/14-11/03/14	2	:15/:15	5:30P- 6P (CST)			1						1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSPP) Family Feud		10/27/14
7.0	Normal Line / SPOT(B/E) (15)	11/03/14-11/03/14	3	:15/:15	11A- 12P (CST)			1						1	\$50.00	\$50.00	WRSP+WCCU Combo 65/35 (WRSPP) MAURY		10/27/14
8.0	Normal Line / SPOT(B/E) (20)	10/31/14-10/31/14	2	:15/:15	9P- 9:35P (CST)						1			1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSPP) LATE NEWS		10/27/14
9.0	Normal Line / SPOT(B/E) (21)	11/03/14-11/03/14	2	:15/:15	9P- 9:35P (CST)		1							1	\$400.00	\$400.00	WRSP+WCCU Combo 65/35 (WRSPP) LATE NEWS		10/27/14

CONFIRMATION CONTRACT

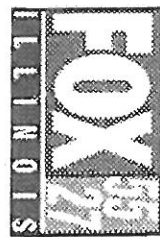
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Springfield, IL 62703

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5.0	Normal Line / SPOT(B/E) (6)	10/28/14-10/28/14	2	:15	:15 5:30P-6P (CST)			1						1	\$150.00	\$150.00	WRSP+WCCU Combo 65/35 (WRSP++) Family Feud		10/27/14
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CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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: 9/4/2014
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I, Buying Time, LLC.

being/on behalf of: Friends of Sue Scherer

a legally qualified candidate of the Democratic

political party for the office of: State Representative (IL-96)

In the General

election to be held on: November 4, 2014

do hereby request station time as follows:

Broadcast Length	Time on Day Rotation or Preempt	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

After proposed schedule with charges, if available:	NET	\$
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I represent that the payment for the above described broadcast time has been furnished by:

Friends of Sue Schere

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:

Doug Schoonho

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

9/4/2014

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Jennifer E. Valenti

Printed Name

Title