

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>WBRZ Baton Rouge</u>	Date: <u>9/9/2014</u>
---	------------------------------

I, Betsy Vonderheid,

being/on behalf of: Bill Cassidy for Senate,

a legally qualified candidate of the Republican

political party for the office of: Senator

in the General open primary/congressional

election to be held on: November 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	7-11pm	Su-Thu		5	2
		10/25-10/27			

Attach proposed schedule with charges (if available): \$ 29,325 gross / \$27,925 net

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

Bill Cassidy for Senate

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:

Ralph Stephens

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

7/11/2014

Date

Betsy Vonderheide

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Denise Robichaux

Signature

Denise Robichaux

Printed Name

Director of Sales

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

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.



WBZR
1650 Highland Rd
Baton Rouge, LA 70802

SRCP MEDIA
201 NORTH UNION ST, STE 200
ALEXANDRIA, VA 22314

Contract # 16920

Schedule Dates 10/21/14-10/27/14
Advertiser BILL CASSIDY FOR US SENATE (R) (1526)
Agency SRCP MEDIA (1744)
Product Political-US Senate (1069)
Brand 587 (10574)
Salesperson Eagle, Philadelphia (1050)
Sales Office WBZR sales
Buyer Name Mulhail, Cheryl
Phone/Fax /
CPE 74/212/587
Account Types National/Political
Billing Type Standard
Comments I Sked A

Date Entered 09/10/14
Last Modified 09/10/14
Entered By Tracy Ritchie
CO-OP No
Headline #/PO # ECR08166410 /
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,398.75
Net Total \$24,926.25
Sales Tax

ABC (WBZR)
By Broadcast Month
Oct. 2014 64 \$21,800.00
Nov. 2014 16 \$7,525.00
Grand Total: 80 \$29,325.00

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	10/21/14-10/27/14	2	:30	5A- 6A (CST)	1	1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBZR)	WBZR NWS TUE E	9/10/14
2.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	6A- 7A (CST)	1	1	1	1	1	1			5	\$375.00	\$1,875.00	ABC (WBZR)	WBZR NWS TUNE	9/10/14
3.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	7A- Good Morning America - HD	1	1	1	1	1	1			5	\$400.00	\$2,000.00	ABC (WBZR)	GD MRN AMR-ABC	9/10/14
4.0	Normal Line / SPOT	10/21/14-10/27/14	2	:30	9A- Live with Kelly - HD	1	1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBZR)	KELLY&MICHAEL	9/10/14
5.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	9:58A- The View - HD	1	1	1	1	1	1			5	\$200.00	\$1,000.00	ABC (WBZR)	VIEW-ABC<	9/10/14
6.0	Normal Line / SPOT	10/21/14-10/24/14	2	:30	12P- News 2 at Noon		1	1	1	1	1			4	\$125.00	\$500.00	ABC (WBZR)	WBZR NWS2-NOON	9/10/14
7.0	Normal Line / SPOT	10/21/14-10/27/14	2	:30	2P- The Meredith Vieira Show	1	1	1	1	1	1			5	\$75.00	\$375.00	ABC (WBZR)	MEREDITH VIEREA	9/10/14
8.0	Normal Line / SPOT	10/21/14-10/27/14	2	:30	3P- Dr. Phil - HD	1	1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBZR)	DR. PHIL	9/10/14
9.0	Normal Line / SPOT	10/21/14-10/27/14	2	:30	4P- News 2 at 4pm	1	1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBZR)	WBZR NWS2-4	9/10/14
10.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	4:28P- Jeopardy - HD	1	1	1	1	1	1			5	\$275.00	\$1,375.00	ABC (WBZR)	JEOPARDY	9/10/14
11.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	4:57P- News 2 at 5pm	1	1	1	1	1	1			5	\$425.00	\$2,125.00	ABC (WBZR)	WBZR NEWS2-5	9/10/14
12.0	Normal Line / SPOT	10/21/14-10/27/14	2	:30	5:58P- News 2 at 6pm	1	1	1	1	1	1			5	\$525.00	\$2,625.00	ABC (WBZR)	WBZR NWS2-6	9/10/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WBRZ
1650 Highland Rd
Baton Rouge, LA 70802

SRCP MEDIA
201 NORTH UNION ST, STE 200
ALEXANDRIA, VA 22314

Contract # 16920

Schedule Dates	10/21/14-10/27/14	Date Entered	09/10/14
Advertiser	BILL CASSIDY FOR US SENATE (R) (1526)	Last Modified	09/10/14
Agency	SRCP MEDIA (1744)	Entered By	Tracy Ritchie
Product	Political-US Senate (1069)	CO-OP	No
Brand	587 (10574)	Headline # / Pro #	ECR08166410 /
Salesperson	Eagle, Philadelphia (1050)	Demo	
Sales Office	WBRZ sales	Order Type	Normal
Buyer Name	Mulhall, Cheryl	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	74/212/587	Commission	\$4,398.75
Account Types	National/Political	Net Total	\$24,926.25
Billing Type	Standard	Sales Tax	
Comments	I Sked A		

ABC (WBRZ)		
By Broadcast Month	Spots	Rate
Oct. 2014	64	\$21,800.00
Nov. 2014	16	\$7,525.00
Grand Total:	80	\$29,325.00

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
13.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	6:28p- Wheel of Fortune - HD	1	1	1	1	1	1			5	\$950.00	\$4,750.00	ABC (WBRZ)	WHEEL-FORTNE	9/10/14
14.0	Normal Line / SPOT	10/27/14-10/27/14	1	:30	6:58p- DANCING WITH THE STARS	1	X							1	\$1,500.00	\$1,500.00	ABC (WBRZ)	DWTS	9/10/14
15.0	Normal Line / SPOT	10/27/14-10/27/14	1	:30	9:01p- Castle - Prime	1	X							1	\$1,200.00	\$1,200.00	ABC (WBRZ)	CASTLE	9/10/14
16.0	Normal Line / SPOT	10/21/14-10/27/14	1	:30	9:59p- News 2 at 10pm	1	1	1	1	1	1			5	\$775.00	\$3,875.00	ABC (WBRZ)	WBRZ NEWS2-10	9/10/14
17.0	Normal Line / SPOT	10/21/14-10/23/14	1	:30	10:35p- Jimmy Kimmel Live-HD			1	1	1				3	\$225.00	\$675.00	ABC (WBRZ)	J KIMMEL-ABC	9/10/14
18.0	Normal Line / SPOT	10/23/14-10/23/14	1	:30	6:58p- Grey's Anatomy - HD	1				X				1	\$1,500.00	\$1,500.00	ABC (WBRZ)	GREY'S ANATOMY	9/10/14
19.0	Normal Line / SPOT	10/25/14-10/25/14	1	:30	7a- Good Morning America Saturday - HD	1						X		1	\$125.00	\$125.00	ABC (WBRZ)	GD MRN-SAT-ABC	9/10/14
20.0	Normal Line / SPOT	10/25/14-10/25/14	2	:30	10:29p- News 2 at 10pm Saturday	1						X		1	\$200.00	\$200.00	ABC (WBRZ)	WBRZ NEWS2-10SA	9/10/14
21.0	Normal Line / SPOT	10/26/14-10/26/14	2	:30	7a- Good Morning America Sunday - HD	1						X		1	\$100.00	\$100.00	ABC (WBRZ)	GD MRN-SUN-ABC	9/10/14
22.0	Normal Line / SPOT	10/26/14-10/26/14	1	:30	5:28p- News 2 at 5:30pm Sunday	1						X		1	\$300.00	\$300.00	ABC (WBRZ)	WBRZ NW2-5.30	9/10/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WBRZ
1650 Highland Rd
Baton Rouge, LA 70802

SRCP MEDIA
201 NORTH UNION ST., STE 200
ALEXANDRIA, VA 22314

Contract # 16920

Schedule Dates 10/21/14-10/27/14
Advertiser BILL CASSIDY FOR US SENATE (R) (1526)
Agency SRCP MEDIA (1744)
Product Political-US Senate (1069)
Brand 587 (10574)
Salesperson Eagle, Philadelphia (1050)
Sales Office WBRZ sales
Buyer Name Mulhall, Cheryl
Phone/Fax /
CPE 74/212/587
Account Types National/Political
Billing Type Standard
Comments I Sked A

Date Entered 09/10/14
Last Modified 09/10/14
Entered By Tracy Ritchie
CO-OP No
Headline #/PO # ECR08166410 /
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,398.75
Net Total \$24,926.25
Sales Tax

ABC (WBRZ)		
By Broadcast Month	Spots	Rate
Oct. 2014	64	\$21,800.00
Nov. 2014	16	\$7,525.00
Grand Total:	80	\$29,325.00

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
23.0	Normal Line / SPOT	10/27/14-10/27/14	1	:30	10:35P- Jimmy Kimmel Live-HD	1								1	\$225.00	\$225.00	ABC (WBRZ)		9/10/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: