

## ORDER



WSFX

**Orders**  
**Order / Rev:** 1533757  
**Alt Order #:** 08265754  
**Product Desc:** BURR FOR SENATE  
**Estimate:** 6959  
**Flight Dates:** 09/20/16 - 09/26/16  
**Original Date / Rev:** 06/09/16 / 06/09/16  
**Order Type:** General

**Primary AE:** Matthew Wurm  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency**  
**Name:** National Media Research Planning Plc  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** POL/Burr, Richard  
**Demographic:** HH  
**Product Codes:** PL820  
**Priority:** P 2  
**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
08/29/16	09/25/16	15	\$1,220.00	\$1,037.00
09/26/16	09/26/16	4	\$310.00	\$263.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	15	\$1,220.00	\$1,037.00	0.00
October 2016	4	\$310.00	\$263.50	0.00
<b>Totals</b>	<b>19</b>	<b>\$1,530.00</b>	<b>\$1,300.50</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	09/23/16	09/23/16	News @ 10-11pm (M-F)	Comm	10-11pm	----1--	:30	1	\$200.00	P 2	0.00	NM	1	\$200.00
				News @ 10-11pm (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	----1--		1				\$200.00		0.00			
E 2	WSFX	09/23/16	09/23/16	SYN Family Feud 11-1130pm	Comm	11-11:30pm	----1--	:30	1	\$25.00	P 2	0.00	NM	1	\$25.00
				SYN 11-1130pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	----1--		1				\$25.00		0.00			
E 3	WSFX	09/23/16	09/23/16	SYN 5-6pm M-F	Comm	5-6pm	----1--	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
				SYN 5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	----1--		1				\$65.00		0.00			
E 4	WSFX	09/23/16	09/23/16	Carolina in the Morning	Comm	7-8a	----1--	:30	1	\$20.00	P 2	0.00	NM	1	\$20.00
				Carolina in the Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	----1--		1				\$20.00		0.00			
E 5	WSFX	09/26/16	09/26/16	News @ 10-11pm (M-F)	Comm	10-11pm	1-----	:30	1	\$200.00	P 2	0.00	NM	1	\$200.00
				News @ 10-11pm (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	1-----		1				\$200.00		0.00			
E 6	WSFX	09/26/16	09/26/16	SYN Family Feud 11-1130pm	Comm	11-11:30pm	1-----	:30	1	\$25.00	P 2	0.00	NM	1	\$25.00
				SYN 11-1130pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1533757  
 Alt Order #: 08265754  
 Flight Dates: 09/20/16 - 09/26/16

Advertiser: POL/Burr, Richard  
 Product Desc: BURR FOR SENATE  
 Estimate: 6959  
 WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WSFX	09/26/16	09/26/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	1-----	:30	1	\$25.00	P 2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/26/16	10/02/16	1-----		1			\$25.00			0.00			
E 7	WSFX	09/26/16	09/26/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	1-----	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/26/16	10/02/16	1-----		1			\$65.00			0.00			
E 8	WSFX	09/26/16	09/26/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	1-----	:30	1	\$20.00	P 2	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:	09/26/16	10/02/16	1-----		1			\$20.00			0.00			
E 9	WSFX	09/22/16	09/22/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	---1---	:30	1	\$200.00	P 2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	---1---		1			\$200.00			0.00			
E 10	WSFX	09/22/16	09/22/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	---1---	:30	1	\$25.00	P 2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	---1---		1			\$25.00			0.00			
E 11	WSFX	09/22/16	09/22/16	M-F 5-6p M-F 5-6p	Comm	5-6p	---1---	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	---1---		1			\$65.00			0.00			
E 12	WSFX	09/22/16	09/22/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	---1---	:30	1	\$20.00	P 2	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:	09/19/16	09/25/16	---1---		1			\$20.00			0.00			
E 13	WSFX	09/20/16	09/20/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	-1-----	:30	1	\$200.00	P 2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	-1-----		1			\$200.00			0.00			
E 14	WSFX	09/20/16	09/20/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	-1-----	:30	1	\$25.00	P 2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	-1-----		1			\$25.00			0.00			
E 15	WSFX	09/20/16	09/20/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	-1-----	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	-1-----		1			\$65.00			0.00			
E 16	WSFX	09/21/16	09/21/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	--1----	:30	1	\$200.00	P 2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	--1----		1			\$200.00			0.00			
E 17	WSFX	09/21/16	09/21/16	SYN Family Feud 11-1130pm SYN 11-1130pm	Comm	11-11:30pm	--1----	:30	1	\$25.00	P 2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	--1----		1			\$25.00			0.00			
E 18	WSFX	09/21/16	09/21/16	SYN 5-6pm M-F SYN 5-6pm M-F	Comm	5-6pm	--1----	:30	1	\$65.00	P 2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/19/16	09/25/16	--1----		1			\$65.00			0.00			
E 19	WSFX	09/21/16	09/21/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	--1----	:30	1	\$20.00	P 2	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:	09/19/16	09/25/16	--1----		1			\$20.00			0.00			
Totals													19	\$1,530.00	

## 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**

**Station and Location:**

WSFX

**Date:**

7/12/16

I, National Media Research, Planning, and Placement,

being/on behalf of: The Richard Burr Committee,

a legally qualified candidate of the US Senate

political party for the office of: Republican

in the General Election

election to be held on: November 8th, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

**Attach proposed schedule with charges (if available):**

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

The Richard Burr Committee

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:


Timothy W. Gupton

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***

\_\_\_\_\_  
Date

  
Signature

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

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

      CONNIE Petway      NSA  
Signature      Printed Name      Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

### I, The Richard Burr Committee

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

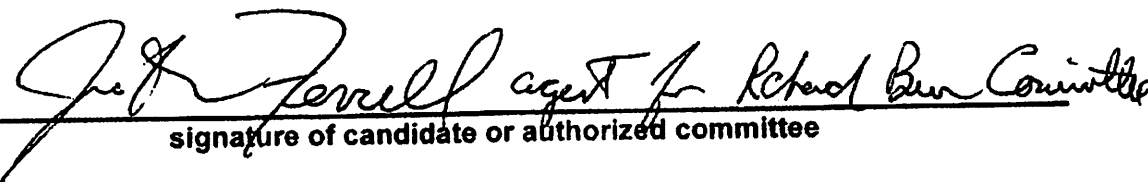
☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

JONATHAN FERRELL \_\_\_\_\_  
printed name date

### 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.