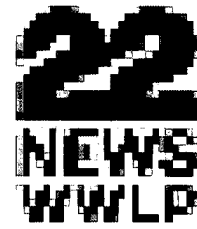


ORDER



WWLP Springfield

Orders
Order / Rev: 717970
Alt Order #:
Product Desc: General Election
Estimate:
Flight Dates: 10/22/15 - 11/03/15
Original Date / Rev: 10/20/15 / 10/20/15
Order Type: REG

Primary AE: WWLP Local House
Sales Office: L-SPR
Sales Region: Loc

Agency
Name: Market Mentors
Buying Contact:
Billing Contact:
 30 Capital Drive
 West Springfield, MA 01089

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

Advertiser
Name: POL/Fran O'Connell for Mayor
Demographic: A25-54
Product Codes: PL3
Priority: NA
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: SP5029

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/15	10/25/15	28	\$5,175.00	\$4,398.75
10/26/15	11/03/15	39	\$7,400.00	\$6,290.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	28	\$5,175.00	\$4,398.75	0.00
November 2015	39	\$7,400.00	\$6,290.00	0.00
Totals	67	\$12,575.00	\$10,688.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WWLP Local House			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
N 1	WWLP	10/22/15	11/03/15	M-F 5-6a 22 News 5-6am	CM	5-6a	MTWTF--	:30	3	\$150.00	P4	0.00	NM	8	\$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: 10/19/15	10/25/15	---TF--					3	\$150.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					3	\$150.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$150.00		0.00			
N 2	WWLP	10/22/15	11/03/15	M-F 6-7a 22 News @ 6am	CM	6-7am	MTWTF--	:30	3	\$300.00	P4	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	---TF--					3	\$300.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					3	\$300.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$300.00		0.00			
N 3	WWLP	10/22/15	11/03/15	Today Show M-F Today Show	CM	7-9a	MTWTF--	:30	3	\$200.00	P5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	---TF--					3	\$200.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					3	\$200.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$200.00		0.00			
N 4	WWLP	10/22/15	11/03/15	M-F 12-1p 22 News @ Noon	CM	12-1p	MTWTF--	:30	3	\$50.00	P5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	---TF--					3	\$50.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					3	\$50.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$50.00		0.00			

Order / Rev: 717970
 Alt Order #:
 Flight Dates: 10/22/15 - 11/03/15

Advertiser: POL/Fran O'Connell for Mayor
 Product Desc: General Election
 Estimate:

WWLP Springfield

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WWLP	10/22/15	11/02/15	M-F 5-530p News 22 @5p	CM	5-530p	MTWTF--	:30	3	\$275.00	P5	0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	---TF--					3	\$275.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					3	\$275.00		0.00			
		Week: 11/02/15	11/08/15	M-----					1	\$275.00		0.00			
N 6	WWLP	10/22/15	11/02/15	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	MTWTF--	:30	3	\$300.00	P5	0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	---TF--					3	\$300.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					3	\$300.00		0.00			
		Week: 11/02/15	11/08/15	M-----					1	\$300.00		0.00			
N 7	WWLP	10/22/15	11/02/15	M-F 7-8p M-F 7-8p	CM	7-8p	MTWTF--	:30	2	\$250.00	P5	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	---TF--					2	\$250.00		0.00			
		Week: 10/26/15	11/01/15	MTWTF--					2	\$250.00		0.00			
		Week: 11/02/15	11/08/15	M-----					1	\$250.00		0.00			
N 8	WWLP	10/24/15	10/31/15	Sa 6-7a 22 News @ 6am	CM	6-7a	-----2-	:30	2	\$50.00	P5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	-----2-					2	\$50.00		0.00			
		Week: 10/26/15	11/01/15	-----2-					2	\$50.00		0.00			
N 9	WWLP	10/24/15	10/31/15	Today Show Sa Today Show Sat	CM	7-9a	-----2-	:30	2	\$150.00	P5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	-----2-					2	\$150.00		0.00			
		Week: 10/26/15	11/01/15	-----2-					2	\$150.00		0.00			
N 10	WWLP	10/25/15	11/01/15	Su 7-8a 22 News @7am	CM	7-8a	-----2	:30	2	\$75.00	P5	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	-----2					2	\$75.00		0.00			
		Week: 10/26/15	11/01/15	-----2					2	\$75.00		0.00			
N 11	WWLP	10/25/15	11/01/15	Today Show Su Today Show Su	CM	8-9a	-----2	:30	2	\$150.00	P5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/15	10/25/15	-----2					2	\$150.00		0.00			
		Week: 10/26/15	11/01/15	-----2					2	\$150.00		0.00			
													Totals	67	\$12,575.00

Client: Fran O'Connell for Mayor
 Product:
 Campaign: General Election

Station Order

Market Mentors, LLC
 30 Capital Drive, Suite C
 West Springfield, MA 01089
 P: 413-787-1133

Rev #: 0

Flight From: 10/22/2015 to 11/03/2015

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Michelle Abdow
 Sweeps: Share Jul 2015 -> HUT/PUT Jul 15

Market: SPRINGFIELD-HOLYOKE
 Station: WWLP
 Station Contact: Lowell McInane

Actg. Order No.: 98
 WS Order No.: 3911
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 19	Oct 26	Nov 02	Total Spots	DMA W 50+ (R)
1	MTWRF-- 05:00A-06:00A	ROT 30	22 NWS-6A	\$150.00 \$1,200.00	3	3	2	8	3.3
2	MTWRF-- 06:00A-07:00A	ROT 30	22 NWS-6A	\$300.00 \$2,400.00	3	3	2	8	5.8
3	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHW	\$200.00 \$1,600.00	3	3	2	8	7.5
4	MTWRF-- 12:00P-01:00P	DT 30	22 NWS-NOON-1	\$50.00 \$400.00	3	3	2	8	6.5
5	MTWRF-- 05:00P-05:30P	EN 30	22 NWS AT FIVE	\$275.00 \$1,925.00	3	3	1	7	11.4
6	MTWRF-- 05:30P-07:00P	EN 30	22 NWS-5:30P	\$300.00 \$2,100.00	3	3	1	7	13.9
7	MTWRF-- 07:00P-08:00P	PA 30	WHEEL/JEP	\$250.00 \$1,250.00	2	2	1	5	13.2
8	-----S- 06:00A-07:00A	WK 30	SATURDAY TODAY 22 NWS/Weekend AM	\$50.00 \$200.00	2	2	-	4	3.5
9	-----S- 07:00A-09:00A	WK 30	AVG. ALL WKS 22 NWS/Weekend AM	\$150.00 \$600.00	2	2	-	4	4.4
10	-----Su 07:00A-08:00A	RT 30	22 NWS/WKND AM	\$75.00 \$300.00	2	2	-	4	4.5
11	-----Su 08:00A-09:00A	RT 30	SUN TODAY-NBC	\$150.00 \$600.00	2	2	-	4	5.4
				\$12,575.00	28	28	11	67	

Month	Spots	Station Gross Dollars
Oct	28	\$5,175.00
Nov	39	\$7,400.00
	67	\$12,575.00

Comments

Station Remarks:
 NO SPOTS TO AIR PAST 2 PM on 11/3

By: *[Signature]* WWLP

Advertiser: Fran O'Connell for Mayor
Campaign: General Election

Station Order
SPRINGFIELD-HOLYOKE - TV

Station: WWLP

Comments

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

☐ **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:
------------------------------	--------------

I, **Michelle Abdow of Market Mentors, LLC,**

being/on behalf of: **Fran O'Connell.**

a legally qualified candidate of the **Democratic Party**

political party for the office of: **Mayor (of Holyoke) in the election to be held on:**

November 3, 2015 do hereby request station time as follows: (see attached station order)

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

Attach proposed schedule with charges (if available):

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

The Committee to Elect Fran O'Connell

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:

Laura Ferriter

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

9/14/15

Date

Franco P O'Connell

Signature



**Accepted in
Rejected**

Laura Ferriter

Signature

**Accepted
Part**

D

D

LOWELL McLANE

Printed Name

Dir / Sales

Title

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address)

**The Committee to Elect Fran O'Connell
PO Box 10698
Holyoke, MA 01041**