

# ORDER



WGHP-TV

**Orders**  
**Order / Rev:** 373793  
**Alt Order #:** 08359683  
**Product Desc:** BURR SEN 10/18 7727  
**Estimate:** 7727  
**Flight Dates:** 10/18/16 - 10/24/16  
**Original Date / Rev:** 08/31/16 / 08/31/16  
**Order Type:** GENERAL

**Primary AE:** Jamie Andrus  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency Name:** National Media Research Planning & I  
**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:** Burr, R/R/US Senate  
**Demographic:** A35+  
**Product Codes:** PL3.c.ii  
**Priority:** 04  
**Revenue Codes:** Agency, Political, Political-Non-PAC

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	31	\$6,155.00	\$5,231.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	31	\$6,155.00	\$5,231.75	0.00
<b>Totals</b>	<b>31</b>	<b>\$6,155.00</b>	<b>\$5,231.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGHP-TV	22%	\$6,155.00
Market	100%	\$27,977.27

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	29%	\$8,113.41
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	40%	\$11,190.91
WXLV	9%	\$2,517.95

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/21/16	10/21/16	M-F 1130p-12a TMZ	CM	1130p-12a	----1--	:30	1	\$70.0003		0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/17/16	10/23/16	----1--		1		\$70.00		0.00					
E 2	8	10/21/16	10/21/16	M-F 4p-430p FRI 4p-430p	CM	4p-430p	----1--	:30	1	\$125.0004		0.00	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:		10/17/16	10/23/16	----1--		1		\$125.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	10/21/16	10/21/16	M-F 5p-530p FRI 5p-530p	CM	5:00 PM-5:30 PM	----1--	:30	1	\$300.00	4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	----1--		1				\$300.00		0.00			
E 4	8	10/21/16	10/21/16	M-F 5a-6a FRI 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	----1--	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	----1--		1				\$175.00		0.00			
E 5	8	10/21/16	10/21/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	----1--	:30	1	\$150.00	4	0.00	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:	10/17/16	10/23/16	----1--		1				\$150.00		0.00			
E 6	8	10/21/16	10/21/16	M-F 8a-9a FRI 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	----1--	:30	1	\$200.00	4	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:	10/17/16	10/23/16	----1--		1				\$200.00		0.00			
E 7	8	10/21/16	10/21/16	Friday Prime Hour 1 HELL'S KITCHEN	CM	8:00 PM-9:00 PM	----1--	:30	1	\$250.00	4	0.00	NM	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:	10/17/16	10/23/16	----1--		1				\$250.00		0.00			
E 8	8	10/24/16	10/24/16	M-F 4p-430p MON 4p-430p	CM	4p-430p	1-----	:30	1	\$125.00	4	0.00	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:	10/24/16	10/30/16	1-----		1				\$125.00		0.00			
E 9	8	10/24/16	10/24/16	M-F 5a-6a MON 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	1-----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	1-----		1				\$175.00		0.00			
E 10	8	10/24/16	10/24/16	M-F 7a-8a MON 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	1-----	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	1-----		1				\$350.00		0.00			
E 11	8	10/24/16	10/24/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	1-----	:30	1	\$150.00	4	0.00	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:	10/24/16	10/30/16	1-----		1				\$150.00		0.00			
E 12	8	10/24/16	10/24/16	M-F 8a-9a MON 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	1-----	:30	1	\$200.00	4	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:	10/24/16	10/30/16	1-----		1				\$200.00		0.00			
E 14	8	10/23/16	10/23/16	Su 10p-11p SUN 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-----1	:30	1	\$400.00	4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----1		1				\$400.00		0.00			
E 15	8	10/23/16	10/23/16	Su 6p-7p SUN 6p-630p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1	:30	1	\$200.00	4	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:	10/17/16	10/23/16	-----1		1				\$200.00		0.00			
E 16	8	10/23/16	10/23/16	FOX News Sunday FOX News Sunday	CM	9:00 AM-10:00 AM	-----1	:30	1	\$65.00	4	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:	10/17/16	10/23/16	-----1		1				\$65.00		0.00			
E 17	8	10/20/16	10/20/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	---1---	:30	1	\$70.00	4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---		1				\$70.00		0.00			
E 18	8	10/20/16	10/20/16	M-F 4p-430p THUR 4p-430p	CM	4p-430p	---1---	:30	1	\$125.00	4	0.00	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:	10/17/16	10/23/16	---1---		1				\$125.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	8	10/20/16	10/20/16	M-F 4p-430p THUR 4p-430p	CM	4p-430p	---1---	:30	1	\$125.00	4	0.00	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: 10/17/16	10/23/16	---1---		1				\$125.00		0.00			
E 19	8	10/20/16	10/20/16	M-F 5a-6a THUR 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	---1---	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	---1---		1				\$175.00		0.00			
E 20	8	10/20/16	10/20/16	M-F 7a-8a THUR 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	---1---	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	---1---		1				\$350.00		0.00			
E 21	8	10/20/16	10/20/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	---1---	:30	1	\$150.00	4	0.00	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: 10/17/16	10/23/16	---1---		1				\$150.00		0.00			
E 22	8	10/20/16	10/20/16	M-F 9a-10a THUR 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	---1---	:30	1	\$150.00	4	0.00	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: 10/17/16	10/23/16	---1---		1				\$150.00		0.00			
E 23	8	10/18/16	10/18/16	M-F 4p-430p THUR 4p-430p	CM	4p-430p	-1-----	:30	1	\$125.00	4	0.00	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: 10/17/16	10/23/16	-1-----		1				\$125.00		0.00			
E 24	8	10/18/16	10/18/16	M-F 5p-530p TUE 5p-530p	CM	5:00 PM-5:30 PM	-1-----	:30	1	\$300.00	4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-1-----		1				\$300.00		0.00			
E 25	8	10/18/16	10/18/16	M-F 5a-6a TUE 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-1-----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-1-----		1				\$175.00		0.00			
E 26	8	10/18/16	10/18/16	M-F 9a-10a TUE 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-1-----	:30	1	\$150.00	4	0.00	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: 10/17/16	10/23/16	-1-----		1				\$150.00		0.00			
E 27	8	10/19/16	10/19/16	M-F 4p-430p WED 4p-430p	CM	4p-430p	--1----	:30	1	\$125.00	4	0.00	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: 10/17/16	10/23/16	--1----		1				\$125.00		0.00			
E 28	8	10/19/16	10/19/16	M-F 5a-6a WED 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	--1----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$175.00		0.00			
E 29	8	10/19/16	10/19/16	M-F 7p-730p CELEB NAME GAME	CM	7:00 PM-7:30 PM	--1----	:30	1	\$150.00	4	0.00	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: 10/17/16	10/23/16	--1----		1				\$150.00		0.00			
E 30	8	10/19/16	10/19/16	M-F 7a-8a WED 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--1----	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$350.00		0.00			
E 31	8	10/19/16	10/19/16	Wednesday Prime Hour LETHAL WEAPON	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--1----	:30	1	\$500.00	4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--1----		1				\$500.00		0.00			
N 32	8	10/23/16	10/23/16	Su 6p-7p SUN 6p-7p	CM	6p-7p	-----1	:30	1	\$150.00	4	0.00	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: 10/17/16	10/23/16	-----1		1				\$150.00		0.00			

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N32	8	10/23/16	10/23/16	Su 6p-7p SUN 6p-7p	CM	6p-7p	-----1	:30	1	\$150,000.00	4	0.00	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: 10/17/16	10/23/16	-----1		1				\$150.00		0.00			
													Totals	31	\$6,155.00

## 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**

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.2em; font-family: cursive;">WGHP</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.2em; font-family: cursive;">8/30/16</div>
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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**

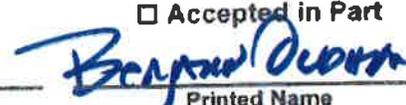
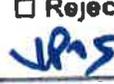
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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  
    
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.

Jonathan Ferrell agent for Richard Burr Committee  
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.