

Approved
8/1/2016

NAB Form PB-18 Candidates

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:

WRAL-TV ; RALEIGH, NC

Date:

8/1/2016

I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: PAT MCCRORY

a legally qualified candidate of the REPUBLICAN

political party for the office of: NC GOVERNOR

in the GENERAL

election to be held on: 11/8/2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$53,825

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

PAT MCCRORY

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:

JOHN MASSACHI, TREASURER

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

8/1/16

Date



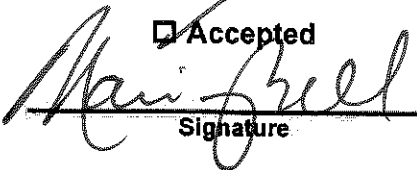
Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Marion Bell

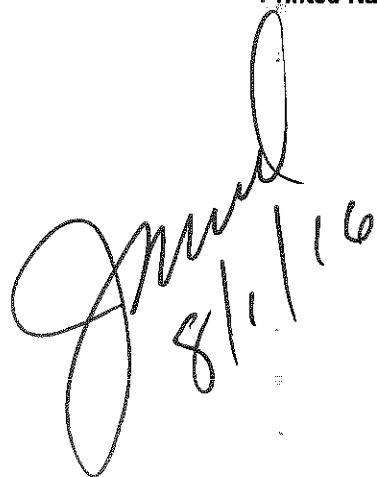
Printed Name

Sullivan

Title

Director

8/1/2016


8/1/16

CONTRACT



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

Contract / Revision 166212 /		Alt Order # 08338165
Product MCCROY 8/2		
Contract Dates 08/01/16 - 08/14/16		Estimate # 4621
Advertiser Pat McCrory for Governor		Original Date / Revision 08/01/16 / 08/01/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WRAL	Account Executive Cheryl Blair	Sales Office Washington Tel
Special Handling		
Demographic Adults 35+		
		Total Ratings 399.60
Agcy Code	Advertiser Code 1158	Product 1/2 1734
Agency Ref		Advertiser Ref

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	08/08/16	08/14/16	Olympic Daytime	10a-5p		:30				NM	6	\$3,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				6	\$500.00	4.30			
N 2	WRAL	08/14/16	08/14/16	WRAL News Sunday	7:00 AM-8:00 AM		:30				NM	1	\$450.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	-----S				1	\$450.00	1.50			
N 3	WRAL	08/13/16	08/13/16	Saturday Today- 2 Hours	8a-10a		:30				NM	1	\$450.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	-----S-				1	\$450.00	2.00			
N 4	WRAL	08/08/16	08/14/16	WRAL 5p News	5-530p		:30				NM	3	\$3,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$1,000.00	5.70			
N 5	WRAL	08/08/16	08/14/16	WRAL 530p News	530-6p		:30				NM	3	\$3,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$1,000.00	9.10			
N 6	WRAL	08/08/16	08/14/16	WRAL 6p News	6p-6:30p		:30				NM	3	\$4,500.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$1,500.00	10.20			
N 7	WRAL	08/08/16	08/14/16	WRAL AM News 6-7a	6a-7a		:30				NM	1	\$900.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				1	\$900.00	3.80			
N 8	WRAL	08/08/16	08/14/16	WRAL AM News 6-7a	6a-7a		:30				NM	3	\$2,700.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$900.00	6.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

Contract / Revision	Alt Order #
166212 /	08338165

Contract Dates	Product	Estimate #
08/01/16 - 08/14/16	MCCROY 8/2	4621

Advertiser	Original Date / Revision
Pat McCrory for Governor	08/01/16 / 08/01/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 9	WRAL	08/08/16	08/14/16	NBC Nightly News M-F	630-7p		:30				NM	3	\$4,500.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$1,500.00	10.20			
N 10	WRAL	08/08/16	08/14/16	Today Show	7-9a		:30				NM	3	\$2,100.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$700.00	5.70			
N 11	WRAL	08/08/16	08/14/16	Today Show	7-9a		:30				NM	5	\$3,500.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				5	\$700.00	5.30			
N 12	WRAL	08/08/16	08/14/16	Late News Olympics	12x-1235xm		:30				NM	4	\$3,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTFSS				4	\$750.00	7.10			
N 13	WRAL	08/07/16	08/07/16	Meet The Press	10-11a		:30				NM	1	\$400.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-----1				1	\$400.00	1.50			
N 14	WRAL	08/03/16	08/03/16	America's Got Talent WED	8:00 PM-9:00 PM		:30				NM	1	\$2,750.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	--1----				1	\$2,750.00	4.30			
N 15	WRAL	08/01/16	08/07/16	WRAL Noon News	12-1p		:30				NM	3	\$1,275.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-TWTF--				3	\$425.00	6.80			
N 16	WRAL	08/01/16	08/07/16	WRAL 4p News	4-5p		:30				NM	2	\$1,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-TWTF--				2	\$500.00	7.90			
N 17	WRAL	08/01/16	08/07/16	WRAL 5p News	5-530p		:30				NM	2	\$2,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-TWTF--				2	\$1,000.00	8.70			
N 18	WRAL	08/01/16	08/07/16	WRAL 530p News	530-6p		:30				NM	2	\$2,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-TWTF--				2	\$1,000.00	9.10			
N 19	WRAL	08/01/16	08/07/16	WRAL 6p News	6p-6:30p		:30				NM	2	\$3,000.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-TWTF--				2	\$1,500.00	10.20			
N 20	WRAL	08/01/16	08/07/16	WRAL AM News 6-7a	6a-7a		:30				NM	2	\$1,800.00
		3Q NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	-TWTF--				2	\$900.00	6.00			

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<u>Contract / Revision</u> 166212 /		<u>Alt Order #</u> 08338165
<u>Contract Dates</u> 08/01/16 - 08/14/16	<u>Product</u> MCCROY 8/2	<u>Estimate #</u> 4621
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/01/16 / 08/01/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 21	WRAL	08/01/16	08/07/16	NBC Nightly News M-Sat	630-7p		:30				NM	2	\$3,000.00
3Q NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/01/16		08/01/16	08/07/16	-TWTF--				2	\$1,500.00	10.20			
N 22	WRAL	08/01/16	08/07/16	Today Show	7-9a		:30				NM	3	\$2,100.00
3Q NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/01/16		08/01/16	08/07/16	-TWTF--				3	\$700.00	5.30			
N 23	WRAL	08/01/16	08/14/16	Today Show II	9a-10a		:30				NM	2	\$700.00
3Q NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/01/16		08/01/16	08/07/16	-TWTF--				1	\$350.00	3.70			
Week: 08/08/16		08/08/16	08/14/16	-TWTF--				1	\$350.00	3.70			
N 24	WRAL	08/01/16	08/07/16	Late News	11-1135p		:30				NM	2	\$2,400.00
3Q NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/01/16		08/01/16	08/07/16	-TWTFSS				2	\$1,200.00	7.10			
N 25	WRAL	08/13/16	08/13/16	On The Record 7p	7-730p		:30				NM	1	\$300.00
3Q NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/08/16		08/08/16	08/14/16	-----S-				1	\$300.00	3.00			
Totals								399.60				61	\$53,825.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/14/16	61	\$53,825.00	(\$8,073.75)	\$45,751.25
Totals	61	\$53,825.00	(\$8,073.75)	\$45,751.25

Signature: _____ Date: _____

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