

Approved
10/25/2016

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: 10/25/2016
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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

election to be held on: 11/8/16

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): \$21,600 gross

CONTRACT



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

*start
10/27/16*

<u>Contract / Revision</u> 168806 /		<u>Alt Order #</u> 08427591
<u>Product</u> MCCRORY 10/25 ADD		
<u>Contract Dates</u> 10/26/16 - 11/06/16		<u>Estimate #</u>
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 10/25/16 / 10/25/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

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	10/27/16	10/28/16	WRAL Noon News	12-1P		:30				NM	1	\$625.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---TF--				1	\$625.00				
N 2	WRAL	10/31/16	10/31/16	WRAL Noon News	12-1P		:30				NM	1	\$625.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$625.00				
N 3	WRAL	10/27/16	10/28/16	WRAL 4p News	4-5p		:30				NM	1	\$700.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---TF--				1	\$700.00				
N 4	WRAL	10/31/16	10/31/16	WRAL 4p News	4-5p		:30				NM	1	\$700.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$700.00				
N 5	WRAL	10/27/16	10/28/16	WRAL 5p News	5-530P		:30				NM	1	\$1,750.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---TF--				1	\$1,750.00				
N 6	WRAL	10/31/16	10/31/16	WRAL 5p News	5-530P		:30				NM	1	\$1,750.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$1,750.00				
N 7	WRAL	10/27/16	10/28/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$2,625.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---TF--				1	\$2,625.00				
N 8	WRAL	10/31/16	10/31/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$2,625.00
		Q4 CANDIDATE RATE CARD V9.15 CLASS 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* 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.



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*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>					
Week:		10/31/16	11/06/16	1-----				1	\$2,625.00					
N 9	WRAL	10/27/16	10/28/16	WRAL AM News 6-7a	6a-7a		:30				NM	1	\$1,500.00	
Q4 CANDIDATE RATE CARD V9.15 CLASS 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	---TF--				1	\$1,500.00					
N 10	WRAL	10/31/16	10/31/16	WRAL AM News 6-7a	6a-7a		:30				NM	1	\$1,500.00	
Q4 CANDIDATE RATE CARD V9.15 CLASS 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	1-----				1	\$1,500.00					
N 11	WRAL	10/27/16	10/28/16	Today Show	7-9a		:30				NM	1	\$975.00	
Q4 CANDIDATE RATE CARD V9.15 CLASS 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	---TF--				1	\$975.00					
N 12	WRAL	10/31/16	10/31/16	Today Show	7-9a		:30				NM	1	\$975.00	
Q4 CANDIDATE RATE CARD V9.15 CLASS 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	1-----				1	\$975.00					
N 13	WRAL	10/27/16	10/30/16	Late News	11-1135p		:30				NM	2	\$3,500.00	
Q4 CANDIDATE RATE CARD V9.15 CLASS 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	---TFS-				2	\$1,750.00					
N 14	WRAL	10/31/16	10/31/16	Late News	11-1135p		:30				NM	1	\$1,750.00	
Q4 CANDIDATE RATE CARD V9.15 CLASS 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	1-----				1	\$1,750.00					
Totals												0.00	15	\$21,600.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 -10/30/16	8	\$11,675.00	(\$1,751.25)	\$9,923.75
10/31/16 -10/31/16	7	\$9,925.00	(\$1,488.75)	\$8,436.25
Totals	15	\$21,600.00	(\$3,240.00)	\$18,360.00

Signature: _____ Date: _____

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