

ORDER



Orders
Order / Rev: 1558176
Alt Order #:
Product Desc: FLINN FOR CONGRESS (R-TN)
Estimate:
Flight Dates: 07/18/16 - 07/24/16
Original Date / Rev: 07/16/16 / 07/18/16
Order Type: Political

WMC

Primary AE: House House
Sales Office: WMC
Sales Region: Local

Agency Name: Caissa Public Strategy
Buying Contact: Gene Bryan
Billing Contact:
 5050 Poplar Avenue
 Memphis, TN 38157

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

Advertiser Name: POL/Flinn, George/R/US House of Rep
Demographic: A35+
Product Codes: PL810
Priority: P 4
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
06/27/16	07/23/16	39	\$10,800.00	\$9,180.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	39	\$10,800.00	\$9,180.00	0.00
Totals	39	\$10,800.00	\$9,180.00	0.00

Account Executives

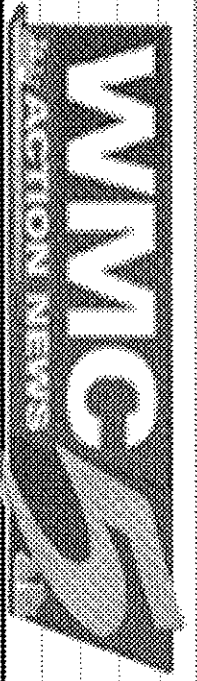
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMC	07/19/16	07/22/16	Today Show II	Comm	9-10a	-TWTF--	:30	5	\$175.00	P 3	0.00	NM	5	\$875.00
				Today Show II											
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-TWTF--					5	\$175.00		0.00			
N 2	WMC	07/19/16	07/22/16	Today Show III	Comm	10-11a	-TWTF--	:30	5	\$160.00	P 3	0.00	NM	5	\$800.00
				Today Show III											
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-TWTF--					5	\$160.00		0.00			
N 3	WMC	07/19/16	07/22/16	M-F 11-12p SYN	Comm	11a-12p	-TWTF--	:30	5	\$150.00	P 3	0.00	NM	5	\$750.00
				Live With Kelly											
3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-TWTF--					5	\$150.00		0.00			
N 4	WMC	07/19/16	07/22/16	NET Days of Our Lives	Comm	1-2p	-TWTF--	:30	5	\$225.00	P 3	0.00	NM	5	\$1,125.00
				Days of Our Lives											
4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-TWTF--					5	\$225.00		0.00			
N 5	WMC	07/18/16	07/22/16	NET NBC Nightly News	Comm	530-6p	MTWTF--	:30	5	\$565.00	P 3	0.00	NM	5	\$2,825.00
				NBC Nightly News											
5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	MTWTF--					5	\$565.00		0.00			

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Advertiser: POL/Flinn, George/R/US House of Repre
 Product Desc: FLINN FOR CONGRESS (R-TN) WMC
 Estimate:

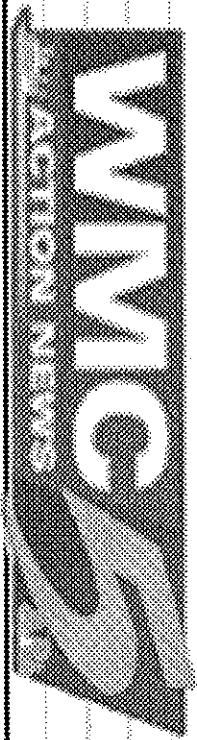
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WMC	07/19/16	07/22/16	NET Late Night Late Night	Comm	1135p-1235a	-TWTF--	:30	5	\$115.00	P 3	0.00	NM	5	\$575.00
6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	-TWTF--		5			\$115.00			0.00			
N 7	WMC	07/18/16	07/22/16	Last Call w/Carson Daly Last Call w/Carson Daly	Comm	1235-105a	MTWTF--	:30	5	\$55.00	P 3	0.00	NM	5	\$275.00
7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	MTWTF--		5			\$55.00			0.00			
N 8	WMC	07/23/16	07/23/16	Action News Special Sa Action News Special Sa	Comm	7-9a (7:00 AM-9:00 AM)	-----S-	:30	2	\$190.00	P 3	0.00	NM	2	\$380.00
8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	-----S-		2			\$190.00			0.00			
N 9	WMC	07/23/16	07/23/16	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	5-530p	-----S-	:30	1	\$195.00	P 3	0.00	NM	1	\$195.00
9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	-----S-		1			\$195.00			0.00			
N 10	WMC	07/21/16	07/21/16	NET Thursday Hour 3 RNC Convention	Comm	THU 9-10p	---T---	:30	1	\$3,000.00	P 3	0.00	NM	1	\$3,000.00
10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/18/16	07/24/16	---T---		1			\$3,000.00			0.00			
													Totals	39	\$10,800.00



POL/Flinn, George

1558176

DAY	TIME	PROGRAM					Week 7/18					
DAYTIME AND FRINGE			P1	P2	P3	P4	Flinn	Kelsey	Luttrell	Kustoff	Spots	Cost
Sun-Th	4-430am	Early Today	125	50	25	15						
M-F	430-5a	Early Today-Weekday	200	80	40	25						
M-F	5-6a	Action News 5 @ 5	875	350	175	115	5					
M-F	6-7am	Actions News 5 @ 6a	1850	740	400	265	5					
M-F	7-9am	NBC Today Show	1475	590	350	225	20					
M-F	9-10a	Today Show	875	350	175	115					5	875
M-F	10-11a	Today Show	800	320	160	105					5	800
M-F	11-12p	Live with Kelly and Michael	750	300	150	90					5	750
M-F	12-1230p	Action News 5 @ 12pm	875	350	175	115	5					
M-F	1230-1p	Flip My Food	525	210	105	70					5	1125
M-F	1-2p	Days of Our Lives	1125	450	225	150						
M-F	2-230p	Fix it and Finish It	525	210	105	70						
M-F	230-3p	Right this Minute	525	210	105	70						
M-F	3-4p	Ellen Degeneres	600	240	120	80						
M-F	4-5p	Action News 5 @ 4pm	800	320	160	105						
M-F	5-530p	Action News 5 @ 5pm	2450	980	490	325	10					
M-F	530-6p	NBC Nightly News	2825	1130	565	375					5	2825
M-F	6-630p	Action News 5 @ 6pm	3225	1290	645	430	15					
M-F	630-7p	Wheel of Fortune	4625	1850	925	615	10					
M-F	10-1035p	Late News	4825	1730	750	495	8					
M-F	1035-1135p	The Tonight Show	2250	900	450	300	5					
M-F	1135-1235	Late Night with Seth Myers	575	230	115	75					5	575
M-F	1235-105a	Last Call with Carson Daly	275	110	55	35					5	275
M-F	105-2a	Rebroadcast Action News 5 at 10PM										
Totals							83				35	7225



POL | Filinn, George

DAY	TIME	PROGRAM	P1	P2	P3	P4	Week 7/18					
WEEKEND							Filinn	Kelsey	Luttrell	Kustoff	Spots	Cost
SAT	6-7a	NBC Saturday Today Show	800	320	160	105	2					
SAT	7-9a	Action News Special Sa										
SAT	8-10a	Action News 5 @ 8	950	380	190	125					2	380
SAT	5-530p	Action News 5 @ 5p	975	390	195	115					1	195
SAT	530-6p	Weekend NBC Nightly News	1700	680	340	225						
SAT	6-630p	Action News 5 @ 6p	1500	600	205	125						
SAT	6:30-7p	Wheel of Fortune	1700	680	340	225	2					
SAT	10-1030p	Late News	2075	830	415	275						
SAT	1035-12a	Saturday Night Live	2250	900	475	315						
SAT	12-1a	RTM Power Block Automotive	525	210	105	70						
SAT	130-2a	Family Style with Chef Jeff	375	150	75	50						
SUN	7-8a	NBC Sunday Today Show	875	350	175	115	2					
SUN	8-9a	Action News Sunday @ 8a	875	350	175	115						
SUN	9-10a	Meet the Press	1875	750	375	250	2					
SUN	5-530p	Action News 5 @ 5p	1700	680	340	225						
SUN	10-1030p	Action News 5 @ 10p	3050	1220	675	450	2					
SUN	1030-11p	Sunday Action News 5 @ 1030	1650	660	330	220						
SUN	1130-12a	Fix it and Finish It	575	230	115	75						
Totals							10				3	575

Add, THU 7/21/16 9-10P Republican National Convention \$ 3,000

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:

WMC Memphis

Date:

4/20/2016

I, Gene Bryan

being/on behalf of George Flinn Jr., a legally

qualified candidate of the Republican political

party for the office of: Congress, TN #8

in the Primary

election to be held on: August 4, 2016

do hereby request station time as follows:

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

Total Charges:

NAB Form PB-11 Candidates

For programming that, in whole or in part, communicates a message relating to any political matter of national importance, list the matters below:

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

Friends of George Flinn

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 Nevin

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

4/20/2016
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Tracy Rogers
Signature

Tracy Rogers
Printed Name

VP & gm
Title

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