

# ORDER



**Orders**  
**Order / Rev:** 94197  
**Alt Order #:** 25249156  
**Product Desc:** 7/20-7/26/16  
**Estimate:**  
**Flight Dates:** 07/20/16 - 07/26/16  
**Original Date / Rev:** 07/19/16 / 07/19/16  
**Order Type:** GENERAL

**KNDO - KNDU**  
**Primary AE:** Lauren Fellner  
**Sales Office:** K-DC  
**Sales Region:** NAT

**Agency Name:** Strategic Media Service  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

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

**Advertiser Name:** Pol/Bill Bryant for Governor  
**Demographic:** A25-54  
**Product Codes:** PL Candidate  
**Priority:** P-4  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/26/16	32	\$3,117.00	\$2,649.45

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	32	\$3,117.00	\$2,649.45	0.00
<b>Totals</b>	<b>32</b>	<b>\$3,117.00</b>	<b>\$2,649.45</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lauren Fellner	K-DC	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KNDO - KNDU	45%	\$3,117.00
Market	100%	\$6,926.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPP	0%	\$0.00
KAPP+	0%	\$0.00
KCYU	0%	\$0.00
KCYU+	25%	\$1,731.67
KEPR	0%	\$0.00
KFFX	0%	\$0.00
KIMA	0%	\$0.00
KIMA+	30%	\$2,078.00
KLEW	0%	\$0.00
KNDO+	0%	\$0.00
KNDU	0%	\$0.00
KVEW	0%	\$0.00
KYVE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	07/20/16	07/24/16	NORTHWEST TODAY 5AM	CM	5-6AM	---11--	:30	2	\$35.00	P-4	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Estimate: KNDO - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	07/20/16	07/24/16	NORTHWEST TODAY 5AM NORTHWEST TODAY 5AM	CM	5-6AM	---11--	:30	2	\$35.00	P-4	0.00	NM	2	\$70.00
		<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	---11--		2				\$35.00		0.00			
N 2	All	07/20/16	07/26/16	NORTHWEST TODAY 6AM NORTHWEST TODAY 6AM	CM	6-7AM	-----	:30	0	\$90.00	P-4	0.00	NM	4	\$360.00
		<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	--111--		3				\$90.00		0.00			
		Week: 07/25/16	07/31/16	-T-----		1				\$90.00		0.00			
N 3	All	07/20/16	07/26/16	7AM M-F TODAY SHOW	CM	7-9AM	-----	:30	0	\$90.00	P-4	0.00	NM	2	\$180.00
		<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				\$90.00		0.00			
		Week: 07/25/16	07/31/16	M-----		1				\$90.00		0.00			
N 4	All	07/20/16	07/26/16	9AM M-F TODAY SHOW II & III	CM	9-11AM	-----	:30	0	\$20.00	P-4	0.00	NM	4	\$80.00
		<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	--111--		3				\$20.00		0.00			
		Week: 07/25/16	07/31/16	-T-----		1				\$20.00		0.00			
N 5	All	07/20/16	07/24/16	11AM M-F WENDY WILLIAMS	CM	11AM-12N	--11---	:30	2	\$10.00	P-4	0.00	NM	2	\$20.00
		<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	--11---		2				\$10.00		0.00			
N 6	All	07/20/16	07/24/16	3PM M-F (New) MILLIONAIRE	CM	3PM M-F	--11---	:30	2	\$30.00	P-4	0.00	NM	2	\$60.00
		<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	--11---		2				\$30.00		0.00			
N 7	All	07/20/16	07/24/16	4PM M-F (New) ELLEN	CM	4PM M-F	---11--	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<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	---11--		2				\$70.00		0.00			
N 8	All	07/20/16	07/24/16	LOCAL NEWS @ 5 M-F LOCAL NEWS @ 5PM	CM	5-5:30PM	--W----	:30	1	\$200.00	P-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: 07/18/16	07/24/16	--W----		1				\$200.00		0.00			
N 9	All	07/20/16	07/24/16	LOCAL NEWS @ 6 M-F LOCAL NEWS @ 6 M-F	CM	6-6:30PM	---T---	:30	1	\$200.00	P-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: 07/18/16	07/24/16	---T---		1				\$200.00		0.00			
N 10	All	07/20/16	07/26/16	630PM M-F Family Feud	CM	6:30-7PM	--111--	:30	1	\$150.00	P-4	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: 07/18/16	07/24/16	--111--		3				\$150.00		0.00			
		Week: 07/25/16	07/31/16	M-----		1				\$150.00		0.00			
N 11	All	07/20/16	07/24/16	POLITICAL PROGRAM REPUBLICIAN CONVENTION	CM	7-8PM	--11---	:30	1	\$207.00	P-4	0.00	NM	2	\$414.00
		<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	--11---		2				\$207.00		0.00			
N 12	All	07/20/16	07/24/16	POLITICAL PROGRAM REPUBLICIAN CONVENTION	CM	7-8PM	---T---	:30	1	\$208.00	P-4	0.00	NM	1	\$208.00
		<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				\$208.00		0.00			
N 13	All	07/20/16	07/24/16	730PM M-F JEOPARDY	CM	7:30-8PM	----F--	:30	1	\$215.00	P-4	0.00	NM	1	\$215.00
		<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	----F--		1				\$215.00		0.00			
N 14	All	07/20/16	07/24/16	LOCAL NEWS :11@11: LOCAL NEWS :11@11: M-F	CM	11-11:35PM	--1-1--	:30	2	\$110.00	P-4	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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N 14	All	07/20/16	07/24/16	LOCAL NEWS :11@11:0M LOCAL NEWS :11@11: M-F	CM	11-11:35PM	--1-1--	:30	2	\$110.00	P-4	0.00	NM	2	\$220.00
		<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	--1-1--		2				\$110.00		0.00			
N 15	All	07/20/16	07/24/16	TONIGHT SHOW TONIGHT SHOW	CM	11:35PM-12:37AM	--11---	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00
		<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	--11---		2				\$75.00		0.00			
													Totals	32	\$3,117.00

## 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> <u>KWDA/KWDA</u> <u>Yakima, Richland, Kennewick/Pasco</u>	<b>Date:</b> <u>7-12-16</u>
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I, Michelle Irvin

being/on behalf of: Washingtonians for Bryant

a legally qualified candidate of the Republican

political party for the office of: Governor

in the Primary

election to be held on: August 2, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Day	Class	Times per Week	Number of Weeks
		7/20-7/26/16			
				+ 3,117.00 (9)	

Attach proposed schedule with charges (if available) **SEE ORDER**

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

Washingtonians for Bryan

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:

Justin Matheson

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**

6/30/16

Date

*Michelle*

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

*Elaine Keller*

Signature

Elaine Keller

Printed Name

Nat'l Sales Assistant

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, Michelle Irvin

(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.

Michelle Irvin

signature of candidate or authorized committee

Michelle Irvin

printed name

3.30.16

date