

ORDER



Orders
Order / Rev: 94762
Alt Order #: 25258678
Product Desc: 8/02/16 Add'l Flight
Estimate:
Flight Dates: 08/02/16 - 08/02/16
Original Date / Rev: 07/29/16 / 07/29/16
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
08/01/16	08/02/16	14	\$710.00	\$603.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	14	\$710.00	\$603.50	0.00
Totals	14	\$710.00	\$603.50	0.00

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	42%	\$710.00
Market	100%	\$1,690.48

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPP	0%	\$0.00
KAPP+	10%	\$169.05
KCYU	0%	\$0.00
KCYU+	9%	\$152.14
KEPR	0%	\$0.00
KFFX	0%	\$0.00
KIMA	0%	\$0.00
KIMA+	39%	\$659.29
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	08/02/16	08/02/16	NORTHWEST TODAY 5AM	CM	5-6AM	-----	:30	0	\$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:
KNDU - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	08/02/16	08/02/16	NORTHWEST TODAY 10M NORTHWEST TODAY 5AM	CM	5-6AM	-----	:30	0	\$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: 08/01/16	08/07/16	-T-----		2		\$35.00		0.00					
N 2	All	08/02/16	08/02/16	NORTHWEST TODAY 10M NORTHWEST TODAY 6AM	CM	6-7AM	-----	: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: 08/01/16	08/07/16	-T-----		2		\$90.00		0.00					
N 3	All	08/02/16	08/02/16	7AM M-F TODAY SHOW	CM	7-9AM	-----	: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: 08/01/16	08/07/16	-T-----		4		\$90.00		0.00					
N 4	All	08/02/16	08/02/16	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: 08/01/16	08/07/16	-T-----		4		\$20.00		0.00					
N 5	All	08/02/16	08/02/16	11AM M-F 11AM M-F	CM	11AM-12N	-T-----	: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: 08/01/16	08/07/16	-T-----		2		\$10.00		0.00					
													Totals	14	\$710.00

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

Station and Location: <u>KWDA/KWDA</u> <u>Yakima, Richland, Kennewick/Pasco</u>	Date: <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:

Station	Date	Time	Length	Rate	Comments
	<u>8/2/16</u>			<u>\$710.00 (9)</u>	

This form is available with the NAB Form PB-18 at www.nab.org

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

Advertisement for [redacted]

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:

Sam 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

[redacted]

Date

[redacted]

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 Lynn

(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 Lynn

signature of candidate or authorized committee

Michelle Lynn

printed name

2/2/13

date