

Approved
9/12/2016

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:

Date:

WRAL-TV, Raleigh, NC

9/9/16

I, J. M. Dollar + Associates

being/on behalf of: MARILYN AVILA

a legally qualified candidate of the REPUBLICAN

political party for the office of: N.C. HOUSE

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):

\$ 10,000 gr

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

COMM to ELECT MARILYN AVILA

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:

THOMAS GELLENBECK

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

9/12/16 [Signature]
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] MARION BELL Sales MGR
Signature Printed Name Title

Director
9/12/2016

[Signature]
9/12/16

CONTRACT

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

And:

Marilyn Avila – NC House
PO Box 1369
Cary, NC 27512-1369

<u>Contract / Revision</u> 167397 /		<u>Alt Order #</u>
<u>Product</u> NC HOUSE - Dist 40		
<u>Contract Dates</u> 09/13/16 - 09/16/16		<u>Estimate #</u>
<u>Advertiser</u> Marilyn Avila – NC House		<u>Original Date / Revision</u> 09/09/16 / 09/09/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agv Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	09/13/16	09/16/16	WRAL 6p News	6p-6:30p	-1111--	:30	4	\$1,500.00	0.00	NM	4	\$6,000.00
N 2	WRAL	09/13/16	09/16/16	Late News	11-1135p	-1111--	:30	4	\$1,000.00	0.00	NM	4	\$4,000.00
Totals								0.00				8	\$10,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 -09/16/16	8	\$10,000.00	(\$1,500.00)	\$8,500.00
Totals	8	\$10,000.00	(\$1,500.00)	\$8,500.00

Signature: _____

Date: _____

(* 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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<u>Contract / Revision</u> 167397 /		<u>Alt Order #</u>
<u>Product</u> NC HOUSE - Dist 40		
<u>Contract Dates</u> 09/13/16 - 09/19/16		<u>Estimate #</u>
<u>Advertiser</u> Marilyn Avila – NC House		<u>Original Date / Revision</u> 09/09/16 / 09/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	09/13/16	09/16/16	WRAL 6p News	6p-6:30p	-1111--	:30	4	\$1,500.00	0.00	NM	3	\$4,500.00
				Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3									
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WRAL	09/13/16-09/16/16	WRAL 6p News	6p-6:30p	-TuWThF----	:30		\$1,500.00		NM		
				See MG 2.5,2.6									
N 2	WRAL	09/13/16	09/16/16	Late News	11-1135p	-1111--	:30	4	\$1,000.00	0.00	NM	5	\$5,500.00
				Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3									
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WRAL	09/13/16-09/16/16	Late News	11-1135p	-TuWThF----	:30		\$1,000.00		NM		
				See MG 2.5,2.6									
	5	WRAL	09/19/16-09/19/16	Late News	11-1135p	M-----	:30		\$1,000.00		NM		
	Ⓜ			MG for 2.1,1.1									
	6	WRAL	09/19/16-09/19/16	WRAL 6p News	6p-6:30p	M-----	:30		\$1,500.00		NM		
	Ⓜ			MG for 2.1,1.1									
Totals								0.00				8	\$10,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
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