



WMMV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

American Media & Advocacy Group  
815 Slaters Ln  
Alexandria, VA 22314

# Contract # 1901998

**Schedule Dates** 10/21/14-10/27/14  
**Advertiser** Tillis for Senate-R (38323)  
**Agency** American Media & Advocacy Group (9105)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** TILLIS FOR SENATE (595398)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** ROBINSON, TRACEY  
**Phone/Fax** /  
**CPE** 322/575/4896  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** TILLIS FOR SENATE  
PJ STACK

**Date Entered** 08/13/14  
**Last Modified** 09/04/14  
**Entered By** Lisa Carter  
**CO-OP** Yes  
**Headline #** ECR10375695  
**Demo** W3564R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$240.00  
**Net Total** \$1,360.00  
**Sales Tax**

Greensboro (WMMV)	
By Broadcast Month	Spots
Oct. 2014	8
Nov. 2014	3
<b>Grand Total:</b>	<b>11</b>

	Rate
	\$1,145.00
	\$455.00
	<b>\$1,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT (1)	10/21/14-10/21/14	3	:30	6:28-20P- Two And A Half Men 2			1						1	\$85.00	\$85.00	Greensboro (WMMV)	TWO&A HALF MEN B	8/13/14
1.1	Normal Line / SPOT (1)	10/21/14-10/21/14	3	:30	6:28-20P- Two And A Half Men 2			1						1	\$85.00	\$85.00	Greensboro (WMMV)	TWO&A HALF MEN B	9/4/14
2.0	Revised Line / SPOT (2)	10/23/14-10/23/14	3	:30	6:28-20P- Two And A Half Men 2					1				1	\$85.00	\$85.00	Greensboro (WMMV)	TWO&A HALF MEN B	8/13/14
2.1	Normal Line / SPOT (2)	10/23/14-10/23/14	3	:30	6:28-20P- Two And A Half Men 2					1				1	\$85.00	\$85.00	Greensboro (WMMV)	TWO&A HALF MEN B	9/4/14
3.0	Revised Line / SPOT (3)	10/27/14-10/27/14	3	:30	6:58-20P- Two And A Half Men 2			1						1	\$85.00	\$85.00	Greensboro (WMMV)	TWO&A HALF MEN B	8/13/14
3.1	Normal Line / SPOT (3)	10/27/14-10/27/14	3	:30	6:58-20P- Two And A Half Men 2			1						1	\$85.00	\$85.00	Greensboro (WMMV)	TWO&A HALF MEN B	9/4/14
4.0	Revised Line / SPOT (4)	10/21/14-10/21/14	3	:30	6:58-20P- Big Bang Theory			1						1	\$170.00	\$170.00	Greensboro (WMMV)	BIG BNG THEORY	8/13/14
4.1	Normal Line / SPOT (4)	10/21/14-10/21/14	3	:30	6:58-20P- Big Bang Theory			1						1	\$170.00	\$170.00	Greensboro (WMMV)	BIG BNG THEORY	9/4/14
5.0	Revised Line / SPOT (5)	10/23/14-10/23/14	3	:30	6:58-20P- Big Bang Theory					1				1	\$170.00	\$170.00	Greensboro (WMMV)	BIG BNG THEORY	8/13/14
5.1	Normal Line / SPOT (5)	10/23/14-10/23/14	3	:30	6:58-20P- Big Bang Theory					1				1	\$170.00	\$170.00	Greensboro (WMMV)	BIG BNG THEORY	9/4/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



WMTV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

American Media & Advocacy Group  
815 Slaters Ln  
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Buyer Name ROBINSON, TRACEY  
Phone/Fax /  
CPE 322/575/4896  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments TILIS FOR SENATE  
PI STACK

Date Entered 08/13/14  
Last Modified 09/04/14  
Entered By Lisa Carter  
CO-OP Yes  
Headline # ECR10375695  
Demo W3564R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$240.00  
Net Total \$1,360.00  
Sales Tax

**Greensboro (WMTV)**  
By Broadcast Month Spots Rate  
Oct. 2014 8 \$1,145.00  
Nov. 2014 3 \$455.00  
Grand Total: 11 \$1,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6.0	Revised Line / SPOT (6)	10/22/14-10/22/14	3	:30	7:28:25P- Big Bang Theory				1					1	\$200.00	\$200.00	Greensboro (WMTV)	BG BNG THRY B	8/13/14
6.1	Normal Line / SPOT (6)	10/22/14-10/22/14	3	:30	7:28:25P- Big Bang Theory				1					1	\$200.00	\$200.00	Greensboro (WMTV)	BG BNG THRY B	9/4/14
7.0	Revised Line / SPOT (7)	10/24/14-10/24/14	3	:30	7:28:25P- Big Bang Theory					1				1	\$200.00	\$200.00	Greensboro (WMTV)	BG BNG THRY B	8/13/14
7.1	Normal Line / SPOT (7)	10/24/14-10/24/14	3	:30	7:28:25P- Big Bang Theory					1				1	\$200.00	\$200.00	Greensboro (WMTV)	BG BNG THRY B	9/4/14
8.0	Revised Line / SPOT (8)	10/27/14-10/27/14	3	:30	7:28:25P- Big Bang Theory						1			1	\$200.00	\$200.00	Greensboro (WMTV)	BG BNG THRY B	8/13/14
8.1	Normal Line / SPOT (8)	10/27/14-10/27/14	3	:30	7:28:25P- Big Bang Theory						1			1	\$200.00	\$200.00	Greensboro (WMTV)	BG BNG THRY B	9/4/14
9.0	Normal Line / SPOT (9)	10/22/14-10/22/14	3	:30	6:58:20P- Big Bang Theory				1					1	\$170.00	\$170.00	Greensboro (WMTV)	BG BNG THRY B	9/4/14
10.0	Normal Line / SPOT (10)	10/27/14-10/27/14	3	:30	6:58:20P- Big Bang Theory						1			1	\$170.00	\$170.00	Greensboro (WMTV)	BG BNG THRY B	9/4/14
11.0	Normal Line / SPOT (11)	10/21/14-10/21/14	3	:30	5:58:20P- Two And A Half Men				1					1	\$65.00	\$65.00	Greensboro (WMTV)	2.5 MEN	9/4/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Scd  
9/4

1 of 3

Prep Firm	MILLENNIUM SALES & MARKETING
Sales Office (DC)	WASHINGTON
Salesperson (PJX)	PJ STACK
Sales Assistant	
Salesperson Phone#	202-955-5342
Salesperson Fax#	202-955-5348

## TILLIS FOR SENATE

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

SEE INS 1-8 FOR RATE REVISED SEE INS 9-11 FOR ADD TO SKED ALL RATES SHOULD NOW BE ON WINDOW CARD PLS CONFIRM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRP/ (000)
1*	Tu	630P-7P	TWO&HALF MEN B Sales remark: V3 RATE REVISED V3 Comment Changed, Rate Changed	30	\$85.00	10/21-10/21	1	\$85.00	1	1	1.9	1.9
2*	Th	630P-7P	TWO&HALF MEN B Sales remark: V3 RATE REVISED V3 Comment Changed, Rate Changed	30	\$85.00	10/23-10/23	1	\$85.00	1	1	1.9	1.9
3*	M	630P-7P	TWO&HALF MEN B Sales remark: V3 RATE REVISED V3 Comment Changed, Rate Changed	30	\$85.00	10/27-10/27	1	\$85.00	1	1	1.9	1.9
4*	Tu	7P-730P	BIG BNG THEORY Sales remark: V3 RATE REVISED V3 Comment Changed, Rate Changed	30	\$170.00	10/21-10/21	1	\$170.00	1	1	3.6	3.6
5*	Th	7P-730P	BIG BNG THEORY Sales remark: V3 RATE REVISED V3 Comment Changed, Rate Changed	30	\$170.00	10/23-10/23	1	\$170.00	1	1	3.6	3.6

# ORDER WORKSHEET

Traffic Order# 1901998

Last Received:  
Showing Buylines:

Printed: 09/04/14 8:32 AM  
09/03/14 4:41 PM  
All Rep Revised Lines

2 of 3

Station WMYV-TV GREENSBORO, NC  
Advertiser (NW80) POLITICAL  
Product TILLS FOR SENATE  
Estimate# 4896  
Buyer TRACEY ROBINSON

Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 322/575/4896  
Flight Dates 10/21/14-10/27/14  
Sales Office (DC) WASHINGTON  
Salesperson (PIX) PJ STACK  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
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6*	W	730P-8P	BG BNG THRY B	30	\$200.00	10/22-10/22	1	\$200.00	1	1	3.8	3.8
Sales remark: V3 RATE REVISED												
V3 Comment Changed, Rate Changed												

7*	F	730P-8P	BG BNG THRY B	30	\$200.00	10/24-10/24	1	\$200.00	1	1	3.8	3.8
Sales remark: V3 RATE REVISED												
V3 Comment Changed, Rate Changed												

8*	M	730P-8P	BG BNG THRY B	30	\$200.00	10/27-10/27	1	\$200.00	1	1	3.8	3.8
Sales remark: V3 RATE REVISED												
V3 Comment Changed, Rate Changed												

9*	W	7P-730P	BG BNG THRY A	30	\$170.00	10/22-10/22	1	\$170.00	1	1	3.6	3.6
Sales remark: V3 ADD TO SKED												
V3 Added												

10*	M	7P-730P	BG BNG THRY A	30	\$170.00	10/27-10/27	1	\$170.00	1	1	3.6	3.6
Sales remark: V3 ADD TO SKED												
V3 Added												

11*	Tu	6P-630P	TWO&HALF MEN A	30	\$65.00	10/21-10/21	1	\$65.00	1	1	1.6	1.6
Sales remark: V3 ADD TO SKED												
V3 Added												

---REPORT TOTALS---  
Report Totals: 11 / \$1,600.00

---SALES MONTHLY TOTALS---  
Oct2014: 8 / \$1,145.00  
Nov2014: 3 / \$455.00

# ORDER WORKSHEET

Traffic Order# 1901998

Last Received:  
Showing Buylines:

Printed: 09/04/14 8:32 AM  
09/03/14 4:41 PM  
All Rep Revised Lines

3 of 3

Rep Order# 10375695 Ver# 3  
EC'd Yes

Status Revised

Station WMYV-TV GREENSBORO, NC  
Advertiser (NW80) POLITICAL  
Product TULLIS FOR SENATE  
Estimate# 4896  
Buyer TRACEY ROBINSON

Agency  
Agency C/P1/P2/E  
Flight Dates

(AMAG) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
322/575/4896  
10/21/14-10/27/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PIX) PJ STACK  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Order Totals: 11 / \$1,600.00

Total GRPS: 33.1

--- COMPETITIVE ---

Market Totals

\$53,333.33

CABL  
WGHP

.00%  
26.00%

UNKN

.00%  
3.00%

WBFX  
WXII

.00%  
37.00%

WCWG  
WXIV

.00%  
7.00%

WENT

27.00%

Books [null]  
Demos RA3564

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

# ORDER WORKSHEET

1 of 2

Rep Order# 10375695 Ver# 1 Status New  
EC'd Yes

Traffic Order# 1001007  
Printed: 08/12/14 4:31 PM  
Last Received: 08/12/14 3:31 PM  
Showing Buylines: All Rep Changes or Last Station Changes

Station WMYV-TV GREENSBORO, NC  
Advertiser (NW80) POLITICAL  
Product TILLIS FOR SENATE  
Estimate# 4896  
Buyer TRACEY ROBINSON

Agency (AMAG) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 322/575/4896  
Flight Dates 10/21/14-10/27/14  
Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (PIX) PJ STACK  
Sales Assistant  
Salesperson Phone# 202-955-5342  
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## --- CONTRACT COMMENT ---

TILLIS FOR SENATE  
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## --- REMARKS ---

NEW POLITICAL ORDER PLS CFM T/R PJ

Ln	Day	Time	Program	Len	Rate	Dates	Spots/ Week	Total Cost	Num of Weeks	Total Spots	RTG/IMP	GRPs/ (000)
1	Tu	630P-7P	TWOGHALF MEN B	30	\$100.00	10/21-10/21	1	\$100.00	1	1	1.9	1.9
2	Th	630P-7P	TWOGHALF MEN B	30	\$100.00	10/23-10/23	1	\$100.00	1	1	1.9	1.9
3	M	630P-7P	TWOGHALF MEN B	30	\$100.00	10/27-10/27	1	\$100.00	1	1	1.9	1.9
4	Tu	7P-730P	BIG BNG THEORY	30	\$260.00	10/21-10/21	1	\$260.00	1	1	3.6	3.6
5	Th	7P-730P	BIG BNG THEORY	30	\$260.00	10/23-10/23	1	\$260.00	1	1	3.6	3.6
6	W	730P-8P	BG BNG THRY B	30	\$260.00	10/22-10/22	1	\$260.00	1	1	3.8	3.8
7	F	730P-8P	BG BNG THRY B	30	\$260.00	10/24-10/24	1	\$260.00	1	1	3.8	3.8
8	M	730P-8P	BG BNG THRY B	30	\$260.00	10/27-10/27	1	\$260.00	1	1	3.8	3.8

---REPORT TOTALS---

# ORDER WORKSHEET

Traffic Order#

Printed:

08/12/14 4:31 PM

2 of 2

Last Received:

08/12/14 3:31 PM

All Rep Changes or Last Station Changes

Rep Order# 10375695 Ver# 1 Status New  
EC'd Yes

Station WMYV-TV GREENSBORO, NC

Advertiser (NW80) POLITICAL

Product TILLS FOR SENATE

Estimate# 4896

Buyer TRACEY ROBINSON

Report Totals: 8 / \$1,600.00

Agency

(AMAG) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314

Agency C/P1/P2/E

Flight Dates

322/575/4896  
10/21/14-10/27/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON

Salesperson (PIX) PJ STACK

Sales Assistant

Salesperson Phone# 202-955-5342

Salesperson Fax# 202-955-5348

## ---SALES MONTHLY TOTALS---

Oct2014: 6/ \$1,240.00

Order Totals: 8 / \$1,600.00

Total GRPS: 24.3

Nov2014: 2/ \$360.00

## ---COMPETITIVE---

Market Totals \$53,333.33

CABL .00%  
WGHP 26.00%

UNKN .00%  
WMYV 3.00%

WBFX .00%  
WXII 37.00%

WCWG .00%  
WXIV 7.00%

WMYV 27.00%

Books [null]

Demos RA3564

## ---CREDIT RISK---

STANDARD CREDIT TERMS



## 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>	<b>Date:</b>

I, American Media and Advocacy Group,

being/on behalf of: Thom Tillis,

a legally qualified candidate of the Republican

political party for the office of: U.S. Senate

in the General Election

election to be held on: November 4, 2014

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**



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

Thom Tills for Senate

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:

Collin McMichael

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***

\_\_\_\_\_  
Date

  
Signature

***To Be Signed By Station Representative***

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

      Matthew Bower      CSM  
Signature      Printed Name      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, The Thom Tillis Committee

(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

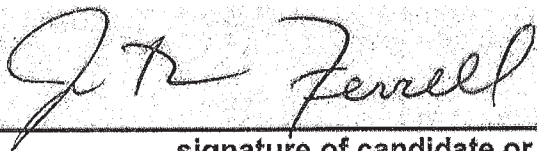
☒ does not

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.



signature of candidate or authorized committee

JONATHAN FERRELL

printed name

date