



POLITICAL CHECK LIST

		Yes	No
Candidate / Issue	William Horlong for Attorney General		
Agency	Medium Buying LLC		
Flight Dates	5/28/18 thru 6/17/18		
Amount	Gross	\$ 10155 ⁰⁰	
	Net	\$ 8631 ⁷⁵	
PR 18			
HRP Headline #	9092719		
Wide Orbit#	956754		
Class of Time	LUC	SELL	FIXED In POL Window Yes or No
Sales Person	Mick Nesci		
Office / Region	HRP- Philadelphia		
Spot Approved			
Check Sent to SBC			

REP HEADLINE# 9092719
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 MAY29/18 14.44
 *** WPDE-TV ***

ADV # _____ ADV. NAME POLI/W HERLONG/R/ATG/SC REP.# _____ OFF.# _____ SALESMAN # _____
 AGY # _____ AGY. NAME MEDIUM BUYING LLC BUYER NAME TANYA RENICKER

3380 TREMONT RD SUITE 290 SALES PRSN PH- MICK NESCI (H)
 COLUMBUS, OH 43221

ORDER # _____ CONTRACT # 9092719 CLASS: NATL. LOCAL REGIONAL
 PRDCT HERLONG 4 ATTORNEY G EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES MAY28/18 JUN17/18 WK-3
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAY29/18 14.44

REP: NEW ORDER FOR HERLONG FOR ATTORNEY GENERAL
 FLIGHT 5/28 - 6/17
 TOTAL \$10,155
 PLEASE CONFIRM
 THANK YOU
 VANESSA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600P-630P	30		\$390.00	5/31	6/1	2		TH-F	2
PROGRAM : NEWS CH 15 @ 6P												
2			600P-630P	30		\$390.00	6/4	6/8	5		M-F	5
PROGRAM : NEWS CH 15 @ 6P												
3			600P-630P	30		\$390.00	6/11	6/11	2		MON	2
PROGRAM : NEWS CH 15 @ 6P												
4			700A-900A	30		\$225.00	5/31	6/1	3		TH-F	3
PROGRAM : GOOD MORNING AMERICA												
5			700A-900A	30		\$225.00	6/4	6/8	7		M-F	7
PROGRAM : GOOD MORNING AMERICA												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			700A-900A PROGRAM : GOOD MORNING AMERICA	30		\$225.00	6/11	6/12	3		M-TU	3
7			800A-900A PROGRAM : GMA SATURDAY	30		\$175.00	6/2	6/2	1		SAT	1
8			800A-900A PROGRAM : GMA SATURDAY	30		\$175.00	6/9	6/9	1		SAT	1
9			900A-1000A PROGRAM : RACHAEL RAY	30		\$100.00	5/31	6/1	3		TH-F	3
10			900A-1000A PROGRAM : RACHAEL RAY	30		\$100.00	6/4	6/8	5		M-F	5
11			900A-1000A PROGRAM : RACHAEL RAY	30		\$100.00	6/11	6/12	2		M-TU	2
12			700A-800A PROGRAM : GOOD MORNING CAROLINA 7A	30		\$35.00	6/3	6/3	1		SUN	1
13			700A-800A PROGRAM : GOOD MORNING CAROLINA 7A	30		\$35.00	6/10	6/10	1		SUN	1
14			600P-630P PROGRAM : NEWS CH 15 SUN @ 6P	30		\$100.00	6/3	6/3	1		SUN	1
15			600P-630P PROGRAM : NEWS CH 15 SUN @ 6P	30		\$100.00	6/10	6/10	1		SUN	1
16			400P-500P PROGRAM : JUDGE JUDY	30		\$60.00	5/31	6/1	3		TH-F	3
17			400P-500P PROGRAM : JUDGE JUDY	30		\$60.00	6/4	6/8	5		M-F	5

REP HEADLINE# 9092719
 *** ORIGINAL REV#0 ***

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 MAY29/18 14.44
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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18			400P-500P	30		\$60.00	6/11	6/11	2		MON	2
PROGRAM : JUDGE JUDY												
19			500P-600P	30		\$150.00	5/31	6/1	3		TH-F	3
PROGRAM : NEWS CH 15 @ 5P												
20			500P-600P	30		\$150.00	6/4	6/8	5		M-F	5
PROGRAM : NEWS CH 15 @ 5P												
21			500P-600P	30		\$150.00	6/11	6/11	2		MON	2
PROGRAM : NEWS CH 15 @ 5P												
JUN/18			10155.00									10155.00
CONTRACT TOTAL												10155.00
TOTAL SPOTS												58

MARKET TOTALS \$40,620 WPDE 25% WBTW 55% WMBF 17% WMMB 0% EMMB 0% WFXB 3%

SHARES ESTIMATED

SVC- NSI
 DEMOS- RA35+*

CONTRACT



WPDE
 10 University Blvd
 Conway, SC 29526
 (843) 234-9733

<u>Contract / Revision</u> 956754 /		<u>Alt Order #</u> 09092719
<u>Product</u> HERLONG 4 ATTORNEY G		
<u>Contract Dates</u> 05/28/18 - 06/17/18		<u>Estimate #</u>
<u>Advertiser</u> William Herlong for Attorney General-R		<u>Original Date / Revision</u> 05/29/18 / 05/29/18
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WPDE	<u>Account Executive</u> Philadelphia HRP/PH	<u>Sales Office</u> HRP Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u> 76148	<u>Advertiser Ref</u> 113960	

And:

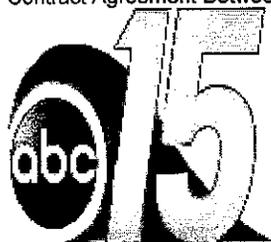
Medium Buying LLC
 3380 Tremont Rd, Ste 290
 Columbus, OH 43221

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WPDE	05/31/18	06/01/18	M-F 6p-630p News	6:00 PM-6:30 PM		:30				NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/28/18	06/03/18	---TF--	2			\$390.00					
N 2	WPDE	06/04/18	06/08/18	M-F 6p-630p News	6:00 PM-6:30 PM		:30				NM	5	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/04/18	06/10/18	MTWTF--	5			\$390.00					
N 3	WPDE	06/11/18	06/11/18	M-F 6p-630p News	6:00 PM-6:30 PM		:30				NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/11/18	06/17/18	2-----	2			\$390.00					
N 4	WPDE	05/31/18	06/01/18	M-F GMA 7a-9a	7:00 AM-9:00 AM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/28/18	06/03/18	---TF--	3			\$225.00					
N 5	WPDE	06/04/18	06/08/18	M-F GMA 7a-9a	7:00 AM-9:00 AM		:30				NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/04/18	06/10/18	MTWTF--	7			\$225.00					
N 6	WPDE	06/11/18	06/12/18	M-F GMA 7a-9a	7:00 AM-9:00 AM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/11/18	06/17/18	MT-----	3			\$225.00					
N 7	WPDE	06/02/18	06/02/18	Good Morning America	8:00 AM-9:00 AM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/28/18	06/03/18	-----1-	1			\$175.00					
N 8	WPDE	06/09/18	06/09/18	Good Morning America	8:00 AM-9:00 AM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/04/18	06/10/18	-----1-	1			\$175.00					
N 9	WPDE	05/31/18	06/01/18	Rachael Ray	9:00 AM-10:00 AM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/28/18	06/03/18	---TF--	3			\$100.00					
N 10	WPDE	06/04/18	06/08/18	Rachael Ray	9:00 AM-10:00 AM		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/04/18	06/10/18	MTWTF--	5			\$100.00					
N 11	WPDE	06/11/18	06/12/18	Rachael Ray	9:00 AM-10:00 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/11/18	06/17/18	MT-----	2			\$100.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



WPDE
10 University Blvd
Conway, SC 29526
(843) 234-9733

<u>Contract / Revision</u> 956754 /	<u>Alt Order #</u> 09092719
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<u>Contract Dates</u> 05/28/18 - 06/17/18	<u>Product</u> HERLONG 4 ATTORNE	<u>Estimate #</u>
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<u>Advertiser</u> William Herlong for Atton	<u>Original Date / Revision</u> 05/29/18 / 05/29/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 12	WPDE	06/03/18	06/03/18	GMC Weekend Early	7:00 AM-8:00 AM		:30				NM	1	\$35.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		05/28/18	06/03/18	-----1				1	\$35.00					
N 13	WPDE	06/10/18	06/10/18	GMC Weekend Early	7:00 AM-8:00 AM		:30				NM	1	\$35.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/04/18	06/10/18	-----1				1	\$35.00					
N 14	WPDE	06/03/18	06/03/18	Sa-Su 6p News	6:00 PM-6:30 PM		:30				NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		05/28/18	06/03/18	-----1				1	\$100.00					
N 15	WPDE	06/10/18	06/10/18	Sa-Su 6p News	6:00 PM-6:30 PM		:30				NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/04/18	06/10/18	-----1				1	\$100.00					
N 16	WPDE	05/31/18	06/01/18	Judge Judy	4:00 PM-5:00 PM		:30				NM	3	\$180.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		05/28/18	06/03/18	---TF--				3	\$60.00					
N 17	WPDE	06/04/18	06/08/18	Judge Judy	4:00 PM-5:00 PM		:30				NM	5	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/04/18	06/10/18	MTWTF--				5	\$60.00					
N 18	WPDE	06/11/18	06/11/18	Judge Judy	4:00 PM-5:00 PM		:30				NM	2	\$120.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/11/18	06/17/18	2-----				2	\$60.00					
N 19	WPDE	05/31/18	06/01/18	M-F 5p-6p News	5:00 PM-6:00 PM		:30				NM	3	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		05/28/18	06/03/18	---TF--				3	\$150.00					
N 20	WPDE	06/04/18	06/08/18	M-F 5p-6p News	5:00 PM-6:00 PM		:30				NM	5	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/04/18	06/10/18	MTWTF--				5	\$150.00					
N 21	WPDE	06/11/18	06/11/18	M-F 5p-6p News	5:00 PM-6:00 PM		:30				NM	2	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		06/11/18	06/17/18	2-----				2	\$150.00					
Totals												0.00	58	\$10,155.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/28/18 -06/03/18	17	\$2,695.00	(\$404.25)	\$2,290.75
06/04/18 -06/10/18	30	\$5,385.00	(\$807.75)	\$4,577.25
06/11/18 -06/17/18	11	\$2,075.00	(\$311.25)	\$1,763.75
Totals	58	\$10,155.00	(\$1,523.25)	\$8,631.75

Signature: *William Herlong* **Date:** 5/29/18

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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