

# ORDER



ETWC

**Orders**  
**Order / Rev:** 67110  
**Alt Order #:** 10560801  
**Product Desc:** SEMINOLE TRIBE OF FL  
**Estimate:** 1963  
**Flight Dates:** 04/06/15 - 04/12/15  
**Original Date / Rev:** 03/26/15 / 03/26/15  
**Order Type:** GENERAL

**Primary AE:** Washington DC Millennium  
**Sales Office:** M-WDC  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave.  
 Towson, MD 21286

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

**Advertiser Name:** Seminole Tribe of Florida  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-XX  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/15	04/12/15	21	\$3,930.00	\$3,340.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2015	21	\$3,930.00	\$3,340.50	0.00
<b>Totals</b>	<b>21</b>	<b>\$3,930.00</b>	<b>\$3,340.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
ETWC	11%	\$3,930.00
Market	100%	\$35,727.27

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$1,071.82
WCTV	48%	\$17,149.09
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTWC	14%	\$5,001.82
WTXL	24%	\$8,574.55
WVUP	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	ETWC	04/06/15	04/10/15	M-F 7a-8a Early News	CM	7a-8a	MTWTF--	:30	5	\$25.00	P-03	0.00	NM	5	\$125.00
				M-F 7a-8a Fox49 Morn News											
				NEWS											
				1X PER DAY											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 04/06/15	04/12/15	MTWTF--	5	\$25.00	0.00						
E 2	ETWC	04/12/15	04/12/15	Su 9a-10a Fox News	CM	9a-10a	-----S	:30	1	\$30.00	P-03	0.00	NM	1	\$30.00
				Su 9a-10a Fox News											
				NEWS											
				1X PER DAY											
				<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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Advertiser: Seminole Tribe of Florida  
 Product Desc: SEMINOLE TRIBE OF FL  
 Estimate: 1963  
 ETWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	ETWC	04/12/15	04/12/15	Su 9a-10a Fox News Su 9a-10a Fox News	CM	9a-10a -----S	:30	1	\$30.00	P-03	0.00	NM	1	\$30.00
				NEWS 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 -----S 1 \$30.00 0.00										
E 3	ETWC	04/07/15	04/10/15	M-F 630p-7p M-F 630p-7p	CM	630p-7p -T-TF--	:30	3	\$75.00	P-03	0.00	NM	3	\$225.00
				BBT 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 -T-TF-- 3 \$75.00 0.00										
E 4	ETWC	04/07/15	04/07/15	Tue 8p-9p Tue 8p-9p	CM	8p-9p -T-----	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
				HELLS KITCHEN 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 -T----- 1 \$250.00 0.00										
E 5	ETWC	04/08/15	04/08/15	American Idol 8:00 PM-9:00 PM	CM	8:00 PM-9:00 PM --w---- (8:00 PM-9:00 PM)	:30	2	\$500.00	P-03	0.00	NM	2	\$1,000.00
				AMERICAN IDOL 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 --w---- 2 \$500.00 0.00										
E 6	ETWC	04/09/15	04/09/15	Thu 8p-9p 8:00 PM-9:00 PM	CM	8:00 PM-9:00 PM ---T--- (8:00 PM-9:00 PM)	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
				BONES 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 ---T--- 1 \$350.00 0.00										
E 7	ETWC	04/11/15	04/11/15	Saturday Race 2:30 PM-6:00 PM	CM	2:30 PM-6:00 PM -----S- (2:30 PM-6:00 PM)	:30	1	\$550.00	P-03	0.00	NM	1	\$550.00
				NASCAR 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 -----S- 1 \$550.00 0.00										
E 8	ETWC	04/12/15	04/12/15	Sunday Race 2:30 PM-6:00 PM	CM	2:30 PM-6:00 PM -----S (2:30 PM-6:00 PM)	:30	1	\$550.00	P-03	0.00	NM	1	\$550.00
				NASCAR 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 -----S 1 \$550.00 0.00										
E 9	ETWC	04/06/15	04/10/15	M-F 10p-1030p Fox49 NeM M-F 10p-1030p Fox49 News	CM	10-1030p MTWTF--	:30	5	\$150.00	P-03	0.00	NM	5	\$750.00
				NEWS 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 MTWTF-- 5 \$150.00 0.00										
E 10	ETWC	04/12/15	04/12/15	Sun 10-1030p Fox49 NeM Sun 10-1030p Fox49 News	CM	10-1030p -----S	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00
				NEWS 1X PER DAY										
				1X PER DAY										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>										
				Week: 04/06/15 04/12/15 -----S 1 \$100.00 0.00										

Totals 21 \$3,930.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.5em; color: red; font-family: cursive;">ETWC</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.5em; font-family: cursive;">4/1/15</div>
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I, Cat Gepner

do hereby request station time concerning the following issue:

Seminole Tribe of Florida/ Seminole Gaming

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies	4/6 - 4/12			

This broadcast time will be used by: Seminole Tribe of Florida/ Seminole Gaming

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

2/27/15                      [Signature]                      254 987-5880  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected

\_\_\_\_\_  
Signature                                      Printed Name                                      Title

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Seminole Tribe of Florida/ Seminole Gaming  
1 Seminole Way  
Hollywood, Florida 33314

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Executive Director: Jim Allen  
Group Treasurer: John Eder

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
 Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

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Executive Director: Jim Allen  
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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)