

ORDER



ETWC

Orders
Order / Rev: 67302
Alt Order #: 10560805
Product Desc: SEMINOLE TRIBE OF FL
Estimate: 1965
Flight Dates: 04/20/15 - 04/26/15
Original Date / Rev: 03/27/15 / 03/27/15
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 | 04/26/15 | 20 | \$3,380.00 | \$2,873.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| April 2015 | 20 | \$3,380.00 | \$2,873.00 | 0.00 |
| Totals | 20 | \$3,380.00 | \$2,873.00 | 0.00 |

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 | 10% | \$3,380.00 |
| Market | 100% | \$33,800.00 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 1% | \$338.00 |
| WCTV | 51% | \$17,238.00 |
| WFSU | 0% | \$0.00 |
| WTLF | 0% | \$0.00 |
| WTWC | 17% | \$5,746.00 |
| WTXL | 21% | \$7,098.00 |
| 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 | 04/20/15 | 04/24/15 | 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 | | | | | | | | | | | |
| | | | | 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: 04/20/15 | 04/26/15 | MTWTF-- | 5 | \$25.00 | 0.00 | | | | | | |
| E 2 | ETWC | 04/26/15 | 04/26/15 | 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 | | | | | | | | | | | |
| | | | | 1X PER DAY | | | | | | | | | | | |
| | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |

Order / Rev: 67302
 Alt Order #: 10560805
 Flight Dates: 04/20/15 - 04/26/15

Advertiser: Seminole Tribe of Florida
 Product Desc: SEMINOLE TRIBE OF FL
 Estimate: 1965

ETWC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|---|-------|--|-----|-------|----------|------|------|------|-------|------------|
| E 2 | ETWC | 04/26/15 | 04/26/15 | 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: 04/20/15 04/26/15 -----S 1 \$30.00 0.00 | | | | | | | | | | |
| E 3 | ETWC | 04/21/15 | 04/24/15 | 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: 04/20/15 04/26/15 -T-TF-- 3 \$75.00 0.00 | | | | | | | | | | |
| E 4 | ETWC | 04/21/15 | 04/21/15 | 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: 04/20/15 04/26/15 -T----- 1 \$250.00 0.00 | | | | | | | | | | |
| E 5 | ETWC | 04/22/15 | 04/22/15 | American Idol 8:00 PM-10:00 PM | CM | 8:00 PM-10:00 PM --w---- (8:00 PM-10:00 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: 04/20/15 04/26/15 --w---- 2 \$500.00 0.00 | | | | | | | | | | |
| E 6 | ETWC | 04/23/15 | 04/23/15 | 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: 04/20/15 04/26/15 ---T--- 1 \$350.00 0.00 | | | | | | | | | | |
| E 7 | ETWC | 04/25/15 | 04/25/15 | 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: 04/20/15 04/26/15 -----S- 1 \$550.00 0.00 | | | | | | | | | | |
| E 8 | ETWC | 04/20/15 | 04/24/15 | M-F 10p-1030p Fox49 N6M 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: 04/20/15 04/26/15 MTWTF-- 5 \$150.00 0.00 | | | | | | | | | | |
| E 9 | ETWC | 04/26/15 | 04/26/15 | Sun 10-1030p Fox49 Ne6M 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: 04/20/15 04/26/15 -----S 1 \$100.00 0.00 | | | | | | | | | | |

Totals 20 \$3,380.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|--|---|
| Station and Location: ETWC | Date: 3-27-15 |
|--|---|

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 | 4/20-4/26 | | | |

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

**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):

[Empty box for candidate and issue information]

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

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

**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):

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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").

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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)

2/28/15 [Signature] 737 985-5800
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
[Signature] Debby Kines RSA
Signature Printed Name Title



Client Information Request Form
Issue

Advertiser Group Name: Seminole Tribe of Florida/
Seminole Gaming

Address: 1 Seminole Way

City, State & Zip Code: Hollywood, FL 33314

Phone: 954-327-7684

Fax: 954-787-2433

Executive Director or
President Jim Allen

Group Treasurer Joan Eder