

# ORDER



*New*

**Orders**  
**Order / Rev:** 399779  
**Alt Order #:** 08424722  
**Product Desc:** DEBORAH ROSS  
**Estimate:** 5444  
**Flight Dates:** 10/24/16 - 10/30/16  
**Original Date / Rev:** 10/24/16 / 10/24/16  
**Order Type:** GENERAL

WGHP-TV

**Primary AE:** Jamie Andrus  
**Sales Office:** NCHI  
**Sales Region:** National

**Agency Name:** AL Media  
**Buying Contact:**  
**Billing Contact:**  
 222 W. Ontario Street  
 Chicago, IL 60654

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

**Advertiser Name:** Ross, D/D/Sen/NC  
**Demographic:** A35+  
**Product Codes:** PL3.c.i  
**Priority:** 03  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**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
09/26/16	10/28/16	73	\$19,100.00	\$16,235.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	73	\$19,100.00	\$16,235.00	0.00
<b>Totals</b>	<b>73</b>	<b>\$19,100.00</b>	<b>\$16,235.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGHP-TV	30%	\$19,100.00
Market	100%	\$63,666.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	40%	\$25,466.67
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	0%	\$0.00
WUNL	0%	\$0.00
WXII	24%	\$15,280.00
WXLV	6%	\$3,820.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/25/16	10/28/16	M-F 2p-3p THE REAL	CM	2:00 PM-3:00 PM	-TWTF--	:30	10	\$80.00	03	0.00	NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/16	10/30/16	-TWTF--		10		\$80.00		0.00					
2	8	10/25/16	10/28/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	-TWTF--	:30	10	\$80.00	03	0.00	NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/16	10/30/16	-TWTF--		10		\$80.00		0.00					

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Advertiser: Ross, D/D/Sen/NC  
 Product Desc: DEBORAH ROSS  
 Estimate: 5444  
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	10/25/16	10/28/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	-TWTF--	:30	10	\$125.00	03	0.00	NM	10	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					10	\$125.00		0.00			
E 4	8	10/25/16	10/28/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	AI-TWTF--	:30	9	\$150.00	02	0.00	NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					9	\$150.00		0.00			
5	8	10/25/16	10/28/16	M-F 12p-1p TU-F 1230p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	-TWTF--	:30	4	\$200.00	03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					4	\$200.00		0.00			
6	8	10/25/16	10/28/16	M-F 4p-430p TU-F 4p-430p	CM	4:00 PM-4:30 PM	-TWTF--	:30	3	\$250.00	03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					3	\$250.00		0.00			
7	8	10/25/16	10/28/16	M-F 5a-6a TU-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-TWTF--	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					4	\$350.00		0.00			
8	8	10/25/16	10/28/16	M-F 5a-6a TU-F 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-TWTF--	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					4	\$350.00		0.00			
9	8	10/25/16	10/25/16	M-F 6a-7a TU-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-4-----	:30	4	\$475.00	03	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-4-----					4	\$475.00		0.00			
10	8	10/25/16	10/28/16	M-F 6a-7a TU-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-TWTF--	:30	4	\$475.00	03	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					4	\$475.00		0.00			
11	8	10/25/16	10/28/16	M-F 7a-8a TU-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	4	\$475.00	03	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					4	\$475.00		0.00			
12	8	10/25/16	10/28/16	M-F 7a-8a TU-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-TWTF--	:30	4	\$475.00	03	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					4	\$475.00		0.00			
13	8	10/25/16	10/28/16	M-F 630p-7p TU-F 630p-7p	CM	6:30 PM-7:00 PM	-TWTF--	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--					1	\$500.00		0.00			
E 15	8	10/27/16	10/27/16	Thursday Prime ROSEWOOD	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$600.00	04	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$600.00		0.00			
16	8	10/25/16	10/26/16	MLB World Series Gm MLB World Series Gm	CM	Various	-TW----	:30	1	\$1,850.00	03	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TW----					1	\$1,850.00		0.00			
													Totals	73	\$19,100.00

## 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> <span style="font-size: 1.2em; color: blue;">WGHP</span>	<b>Date:</b> <span style="font-size: 1.2em; color: blue;">10/21/16</span>
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I, Miles King (AL Media),  
 being/on behalf of: Deborah Ross, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the General  
 election to be held on: 11/8/2016

do hereby request station time as follows:

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

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

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

Deborah Ross 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:

Jeff Leiter

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**

8/2/2016                        
Date    Signature

**To Be Signed By Station Representative**

Accepted                       Accepted in Part                       Rejected

                     Brian O'Connor                      VPOS  
Signature    Printed Name    Title