

ORDER



WGHP-TV

Orders

Order / Rev: 390008

Alt Order #: 08403950

Product Desc: DEBORAH ROSS

Estimate: 5241

Flight Dates: 09/28/16 - 10/02/16

Original Date / Rev: 09/27/16 / 09/27/16

Order Type: GENERAL

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: 04

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	10/02/16	63	\$25,475.00	\$21,653.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	63	\$25,475.00	\$21,653.75	0.00
Totals	63	\$25,475.00	\$21,653.75	0.00

Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/28/16	09/30/16	M-F 5a-6a W-F 5a-530a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	--WTF--	:30	2	\$175.00	04	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--WTF--			2		\$175.00	0.00					
E 2	8	09/28/16	09/30/16	M-F 5a-6a W-F 530a-6a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--WTF--	:30	4	\$175.00	04	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--WTF--			4		\$175.00	0.00					
E 3	8	09/28/16	09/30/16	M-F 6a-7a W-F 6a-630a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	--WTF--	:30	2	\$350.00	04	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--WTF--			2		\$350.00	0.00					
E 4	8	09/28/16	09/30/16	M-F 6a-7a W-F 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--WTF--	:30	2	\$350.00	04	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--WTF--			2		\$350.00	0.00					
E 5	8	09/28/16	09/30/16	M-F 7a-8a W-F 7a-730a	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	--WTF--	:30	2	\$350.00	04	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--WTF--			2		\$350.00	0.00					
E 6	8	09/28/16	09/30/16	M-F 7a-8a W-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--WTF--	:30	3	\$350.00	04	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/26/16	10/02/16	--WTF--			3		\$350.00	0.00					

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Advertiser: Ross, D/D/Sen/NC
 Product Desc: DEBORAH ROSS
 Estimate: 5241
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	8	09/28/16	09/30/16	M-F 8a-9a W-F 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	--WTF--	:30	4	\$200.00	04	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:		09/26/16	10/02/16	--WTF--					4	\$200.00		0.00			
E 8	8	09/28/16	09/30/16	M-F 9a-10a W-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	--WTF--	:30	3	\$150.00	04	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$150.00		0.00			
E 9	8	09/28/16	09/30/16	M-F 9a-10a W-F 9a-930a	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	--WTF--	:30	4	\$150.00	04	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					4	\$150.00		0.00			
E 10	8	09/28/16	09/30/16	M-F 12p-1p W-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	--WTF--	:30	3	\$100.00	04	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$100.00		0.00			
E 11	8	09/28/16	09/30/16	M-F 12p-1p W-F 1230p-1p	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	--WTF--	:30	3	\$100.00	04	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$100.00		0.00			
E 12	8	09/28/16	09/30/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	--WTF--	:30	3	\$60.00	04	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$60.00		0.00			
E 13	8	09/28/16	09/30/16	M-F 2p-3p THE REAL	CM	2:00 PM-3:00 PM	--WTF--	:30	3	\$60.00	04	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$60.00		0.00			
E 14	8	09/28/16	09/30/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	--WTF--	:30	3	\$80.00	04	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$80.00		0.00			
E 15	8	09/28/16	09/30/16	M-F 4p-430p W-F 4p-430p	CM	4:00 PM-4:30 PM	--WTF--	:30	1	\$125.00	04	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					1	\$125.00		0.00			
E 16	8	09/28/16	09/30/16	M-F 430p-5p W-F 430p-5p	CM	4:30 PM-5:00 PM	--WTF--	:30	4	\$125.00	04	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					4	\$125.00		0.00			
E 17	8	09/28/16	09/30/16	M-F 5p-530p W-F 5p-530p	CM	5:00 PM-5:30 PM	--WTF--	:30	2	\$300.00	04	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					2	\$300.00		0.00			
E 18	8	09/28/16	09/30/16	M-F 530p-6p W-F 530p-6p	CM	5:30 PM-6:00 PM	--WTF--	:30	2	\$300.00	04	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					2	\$300.00		0.00			
E 19	8	09/28/16	09/30/16	M-F 6p-630p W-F 6p-630p	CM	6:00 PM-6:30 PM	--WTF--	:30	2	\$350.00	04	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					2	\$350.00		0.00			
E 20	8	09/28/16	09/30/16	M-F 630p-7p W-F 630p-7p	CM	6:30 PM-7:00 PM	--WTF--	:30	2	\$300.00	04	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					2	\$300.00		0.00			
E 21	8	09/28/16	09/30/16	M-F 10p-11p W-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--WTF--	:30	3	\$450.00	04	0.00	NM	3	\$1,350.00
		<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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E 21	8	09/28/16	09/30/16	M-F 10p-11p W-F 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--WTF--	:30	3	\$450.00	04	0.00	NM	3	\$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:		09/26/16	10/02/16	--WTF--			3		\$450.00		0.00				
E 22	8	09/28/16	09/30/16	M-F 10p-11p W-F 1030p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	--WTF--	:30	3	\$450.00	04	0.00	NM	3	\$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:		09/26/16	10/02/16	--WTF--			3		\$450.00		0.00				
E 23	8	10/02/16	10/02/16	NFL Reg Ssn Early Gm NFL Reg Ssn Early Gm	CM	1:00 PM-4:15 PM (1:00 PM-4:15 PM)	-----2	:30	2	\$6,000.00	03	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/26/16	10/02/16	-----2			2		\$6,000.00		0.00				
E 24	8	10/02/16	10/02/16	M-Su 10p-11p SUN 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-----1	:30	1	\$400.00	04	0.00	NM	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:		09/26/16	10/02/16	-----1			1		\$400.00		0.00				
													Totals	63	\$25,475.00

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

Station and Location:WGHI**Date:**7/27/16I, Miles King (AL Media),being/on behalf of: Deborah Ross, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection 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:

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



Signature

James Brown

Printed Name

VPO

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, Deborah Ross for Senate

(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 BRAY

printed name

8/18

date