

POLITICAL CHECK LIST

					Yes	No
Candidate / Issue	Pou Thiel					
Agency	VIEW POLITICAL					
Flight Dates	11/4-11/7					
Amount	Gross 4,090	Net				
PB-18	YES					
HRP Headline #	NA					
Wide Orbit#	342144					
Class of Time	LUC	SELL	FIXED	In POL Window Yes or No		
Sales Person	LOCAL					
Office / Region	LOCAL					
Spot Approved	YES					
Check Sent to SBG	Credent CARD					

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WPDE Myrtle Beach	11-03-17

I, Will Folks
do hereby request station time concerning the following issue:

Myrtle Beach Mayor's Race issues

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	all day	Su-Tu		available	1

This broadcast time will be used by: Liber-TEA

**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):

not national

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

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):

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):

Liber-TEA

PO Box 3642, Irmo, SC 29063

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):

Will Folks

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☐ Yes ☒ No

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

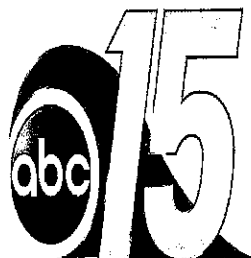
Liber-TEA

PO Box 3642, Irmo, SC 29063

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

Will Folks



LIBER-TEA

Date: 11/3/2017

Client: N/A

Primary Demo: Adults 35-64

Flight Dates: 11/27/2017 to 12/3/2017

Buyer:

Office: WPDE/WWMB-TV

Contact: Blaine Holland

Advertiser:

1194 Atlantic Ave.

Phone: 843 855 9777

Product: N/A

Conway, SC 29526

Fax: 843-234-0116

Estimate #:

Email: bholland@wpde.com

Daypart	Dur	COST No NET CST 27	Total Spots	A 35-64 RTG/CPP (000)/CPM	A 35-64

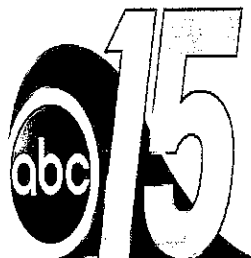
Myrtle Beach-Florence Nov16 DMA Nielsen Live+1

WPDE-TV

M-F 5a-6a	30	\$50 5	5	1.08	3
GOOD MORNING CAROLINA EARLY		\$43		\$45	\$17
				\$39	\$14
M-F 6a-7a	30	\$150 4	4	1.94	6
GOOD MORNING CAROLINA		\$128		\$79	\$25
				\$67	\$21
M-F 7a-9a	30	\$175 4	4	3.07	9
GOOD MORNING AMERICA		\$149		\$56	\$19
				\$48	\$17
M-F 6p-6:30p	30	\$300 1	1	4.87	14
ABC15 NEWS@6		\$255		\$61	\$21
				\$52	\$18
M-F 7p-7:30p	30	\$200 1	1	2.38	7
ABC15 NEWS@7		\$170		\$83	\$29
				\$71	\$24
Sa-Su 7a-8a	30	\$50 3	3	1.54	4
GMC SUNDAY		\$43		\$33	\$13
				\$28	\$11
Sa-Su 8a-9a	30	\$85 3	3	2.66	8
GOOD MORNING AMERICA SUN		\$72		\$31	\$11
				\$27	\$9
Sa-Su 9a-10a	30	\$50 3	3	1.06	3
GMC SUNDAY		\$43		\$45	\$17
				\$39	\$14

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Fax: 843-234-0116

Estimate #:

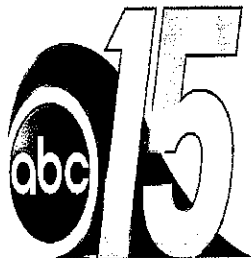
Email: bholland@wpde.com

Daypart	Dur	COST No NET CST 27	Total Spots	A 35-64 A 35-64	
				RTG/CPP	(000)/CPM

Myrtle Beach-Florence Nov16 DMA Nielsen Live+1

WPDE-TV

Su 10a-11a	30	\$75 2	2	1.00	3
THIS WEEK WITH		\$64		\$75	\$25
GEORGE				\$64	\$21
STEPANOPOULOS					
Su 11a-11:30a	30	\$60 1	1	0.89	3
THIS WEEK CAROLINA		\$51		\$67	\$20
				\$57	\$17
Su 11:30a-12n	30	\$50 2	2	0.89	3
FULL MEASURE SHERYL		\$43		\$56	\$17
ATKINSON				\$47	\$14
Su 6p-6:30p	30	\$200 1	1	1.36	4
ABC15 NEWS@6		\$170		\$143	\$50
				\$121	\$43
M-F 11p-11:35p	30	\$225 1	1	1.91	5
ABC15 NEWS@11		\$191		\$118	\$45
				\$101	\$38
Su 11p-11:35p	30	\$250 1	1	2.37	7
ABC15 NEWS@11		\$213		\$104	\$36
				\$89	\$30
Sa 8p-11p	30	\$500 1	1	3.52	10
ABC COLLEGE FOOTBALL		\$425		\$143	\$50
				\$121	\$43
Total Spots: 33			33		
Total GRP:				62.30	
Total GIMP(000):					177



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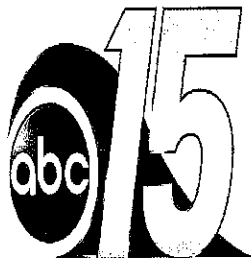
Daypart	Dur	COST No NET CST 27	Total Spots	A 35-64 A 35-64	
				RTG/CPP (000)/CPM	

WPDE-TV

Total COST: \$4,090
Total NET CST: \$3,477

Total CPP/CPM: \$66 \$25
\$56 \$21

Total Reach: 30.7% 30.7%
Total Freq: 2.0 2.0
Total Net Reach (000): 87 87
Florence, SC Pop (000): 285 285



Summary By Station

Date: 11/3/2017

Client: N/A

Primary Demo: Adults 35-64

Flight Dates: 11/27/2017 to 12/3/2017

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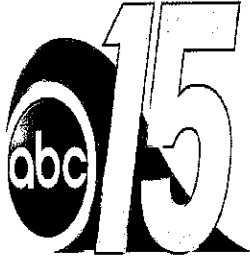
Email: bholland@wpde.com

Station	Total Spots	COST NET CST	PCT PCT	Adults 35-64			Adults 35-64		
				CPP	GRP	PCT	CPM	GMP(000)	PCT
				NET CPP	Reach Pct / Freq		NET CPM	Reach Pct / Freq	

Myrtle Beach-Florence Nov16 DMA Nielsen Live+1

WPDE-TV	33	\$4,090	100%	\$66	62.30	100%	\$25	177	100%
		\$3,477	100%	\$56	30.7% / 2.0		\$21	30.7% / 2.0	
Market Total:	33	\$4,090		\$66	62.30		\$25	177	
		\$3,477		\$56	30.7% / 2.0		\$21	30.7% / 2.0	

Signature: _____



Summary By Station/Month

Date: 11/3/2017

Client: N/A

Primary Demo: Adults 35-64

Flight Dates: 11/27/2017 to 12/3/2017

Buyer:

Office: WPDE/WWMB-TV

Contact: Blaine Holland

Advertiser:

1194 Atlantic Ave.

Phone: 843 855 9777

Product: N/A

Conway, SC 29526

Fax: 843-234-0116

Estimate #:

Email: bholland@wpde.com

Station	Total Spots	COST	PCT	NET	CST	PCT
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Myrtle Beach-Florence Nov16 DMA Nielsen Live+1

WPDE-TV

Dec 17	33	\$4,090	100%	\$3,477	100%
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Market Total:

Dec 17	33	\$4,090	100%	\$3,477	100%
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	33	\$4,090		\$3,477	
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ORDER

WPDE

Orders
Order / Rev: 842144
Alt Order #:
Product Desc: Political Issue
Estimate:
Flight Dates: 11/04/17 - 11/07/17
Original Date / Rev: 11/03/17 / 11/03/17
Order Type: GENERAL

Primary AE: Blaine Holland
Sales Office: LMYBE
Sales Region: LOC

Agency
Name: View Politik LLC
Buying Contact:
Billing Contact:
 146 Coldstream Drive
 Columbia, SC 29212

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

Advertiser
Name: Liber-TEA
Demographic: A25-54
Product Codes: PL Advocacy
Priority: P-10
Revenue Code 1: AGY
Revenue Code 2: Political
Revenue Code 3: Political Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 104716
Agency External ID: 104715
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/26/17	33	\$4,090.00	\$3,476.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	33	\$4,090.00	\$3,476.50	0.00
Totals	33	\$4,090.00	\$3,476.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Blaine Holland			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
N 1	WPDE	11/04/17	11/07/17	M-F 5-6A Good Morn Carolinas 5a-6a	CM	5a-6a	MT-----	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/17	11/05/17	-----		0				\$0.00		0.00			
		Week: 11/06/17	11/12/17	MT-----		5				\$50.00		0.00			
N 2	WPDE	11/04/17	11/07/17	M-F 6a-7a Good Morn Carolinas 6a-7a	CM	6a-7a	MT-----	:30	4	\$150.00	P-3	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: 10/30/17	11/05/17	-----		0				\$0.00		0.00			
		Week: 11/06/17	11/12/17	MT-----		4				\$150.00		0.00			
N 3	WPDE	11/04/17	11/07/17	GMA M-F GMA 7a-9a	CM	7a-9a	MT-----	:30	4	\$175.00	P-3	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: 10/30/17	11/05/17	-----		0				\$0.00		0.00			
		Week: 11/06/17	11/12/17	MT-----		4				\$175.00		0.00			
N 4	WPDE	11/06/17	11/06/17	M-F 6p-630p News M-F 6p-630p News	CM	6p-630p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/17	11/12/17	M-----		1				\$300.00		0.00			
N 5	WPDE	11/06/17	11/06/17	M-F 7p-730p News M-F 7p-730p News	CM	7p-730p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 842144
 Alt Order #:
 Flight Dates: 11/04/17 - 11/07/17

Advertiser: Liber-TEA
 Product Desc: Political Issue
 Estimate:

WPDE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/06/17		11/06/17	11/12/17	M-----					1	\$200.00		0.00			
N 6	WPDE	11/04/17	11/05/17	Sa-Su 7a-8a GMC Weekend Early	CM	7a-8a	-----SS	:30	1	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----SS					3	\$50.00		0.00			
N 7	WPDE	11/04/17	11/05/17	Sa-Su 8a-9a Good Morning America	CM	8a-9a	-----SS	:30	3	\$85.00	P-3	0.00	NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----SS					3	\$85.00		0.00			
N 8	WPDE	11/04/17	11/05/17	Sa-Su 9a-10a GMC Weekend Late	CM	9a-10a	-----SS	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----SS					3	\$50.00		0.00			
N 9	WPDE	11/05/17	11/05/17	This Week This Week	CM	10a-11a	-----S	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----S					2	\$75.00		0.00			
N 10	WPDE	11/05/17	11/05/17	Carolina This Week Carolina This Week	CM	11a-1130a	-----S	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----S					1	\$60.00		0.00			
N 11	WPDE	11/05/17	11/05/17	Full Measure w/S.Attkiss Full Measure Broadcast	CM	Full Measure Broa	-----S	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----S					2	\$50.00		0.00			
N 12	WPDE	11/05/17	11/05/17	Sa-Su 6p News Sa-Su 6p News	CM	6p-630p	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/17		10/30/17	11/05/17	-----S					1	\$200.00		0.00			
N 13	WPDE	11/06/17	11/06/17	M-F Late News M-F 11p-1135p	CM	11p-1135p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/06/17		11/06/17	11/12/17	M-----					1	\$225.00		0.00			
N 14	WPDE	11/05/17	11/05/17	Sa-Su Late News Su 11-1135p	CM	11p-1135p	-----S	:30	1	\$250.00	P-3	0.00	NM	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: 10/30/17		10/30/17	11/05/17	-----S					1	\$250.00		0.00			
N 15	WPDE	11/04/17	11/04/17	ABC College Ftball Prim ABC College Ftball Prime	CM	ABC College Ftbal	-----S-	:30	1	\$500.00	P-3	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: 10/30/17		10/30/17	11/05/17	-----S-					1	\$500.00		0.00			
													Totals	33	\$4,090.00