



### POLITICAL CHECK LIST

					Yes	No
Candidate / Issue	Political					
Agency	VIEW POLITICAL					
Flight Dates	11/4-11/7					
Amount	Gross		Net			
	4,090					
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	Credits CARD					

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>  WPDE                      Myrtle Beach	<b>Date:</b>  11-03-17
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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
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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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Will Folks
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# LIBER-TEA

Date: 11/3/2017

Client: N/A  
 Buyer:  
 Advertiser:  
 Product: N/A  
 Estimate #:

Primary Demo: Adults 35-64  
 Office: WPDE/WWMB-TV  
 1194 Atlantic Ave.  
 Conway, SC 29526

Flight Dates: 11/27/2017 to 12/3/2017  
 Contact: Blaine Holland  
 Phone: 843 855 9777  
 Fax: 843-234-0116  
 Email: bholland@wpde.com

Daypart	Dur	COST No NET CST 27	Total Spots	A 35-64 RTG/CPM (000)/CPM	A 35-64
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## 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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Daypart	Dur	COST No NET CST 27	Total Spots	A 35-64 RTG/CPM (000)/CPM	A 35-64
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## Myrtle Beach-Florence Nov16 DMA Nielsen Live+1

### WPDE-TV

Su 10a-11a	30	\$75 2	2	1.00	3
THIS WEEK WITH GEORGE STEPHANOPOULOS		\$64		\$75	\$25
				\$64	\$21
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 ATKINSON		\$43		\$56	\$17
				\$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
<b>Total Spots:</b>	<b>33</b>		<b>33</b>		
<b>Total GRP:</b>				<b>62.30</b>	
<b>Total GIMP(000):</b>					<b>177</b>



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Advertiser:  
Product: N/A  
Estimate #:

Primary Demo: Adults 35-64  
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Contact: Blaine Holland  
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Daypart	Dur	COST No NET CST 27	Total Spots	
			A 35-64 RTG/CPM (000)/CPM	A 35-64

## 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  
 Buyer:  
 Advertiser:  
 Product: N/A  
 Estimate #:

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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
<b>Market Total:</b>	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  
Buyer:  
Advertiser:  
Product: N/A  
Estimate #:

Primary Demo: Adults 35-64  
Office: WPDE/WWMB-TV  
1194 Atlantic Ave.  
Conway, SC 29526

Flight Dates: 11/27/2017 to 12/3/2017  
Contact: Blaine Holland  
Phone: 843 855 9777  
Fax: 843-234-0116  
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
<b>Totals</b>	<b>33</b>	<b>\$4,090.00</b>	<b>\$3,476.50</b>	<b>0.00</b>

**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
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: 11/06/17	11/12/17	M-----					1	\$200.00		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	11/05/17	-----SS					3	\$50.00		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	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	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	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	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	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	11/12/17	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	11/05/17	-----S					1	\$250.00		0.00			
N 15	WPDE	11/04/17	11/04/17	ABC College Ftbll Prim ABC College Ftbll Prime	CM	ABC College Ftbll	-----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	11/05/17	-----S-					1	\$500.00		0.00			
Totals													33	\$4,090.00	