



WTAT Charleston
4301 Arco Ln
North Charleston, SC 29418

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1964162

Schedule Dates	11/01/14-11/04/14	Date Entered	10/30/14
Advertiser	McMaster, Henry-SC Lieutenant Governor-R (4037	Last Modified	10/30/14
Agency	Strategic Media Placement (6694)	Entered By	Randi Weathers
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	McMASTER FOR GOV/SC (312693)	Headline #	ECR10453879
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	FINN, BRAD	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	4336	Commission	\$141.75
Account Types	National/Political Candidate Agency BRD	Net Total	\$803.25
Billing Type	Weekly/Irregular	Sales Tax	
Comments	McMASTER ADD EST 4336 FRAN BROWN 215-563-5400		

Charleston S (WTAT)		
By Broadcast Month	Spots	Rate
Nov. 2014	5	\$945.00
Grand Total:	5	\$945.00

CHECKED NOV 04 2014
VEN

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	11/03/14-11/04/14	1	:30	7A- News-Fox Morning News at 7	1	X	X						1	\$60.00	\$60.00	Charleston S (WTAT)	NEWS	10/30/14
2.0	Normal Line / SPOT (2)	11/02/14-11/02/14	1	:30	9A- FOX-FOX News Sunday								1	1	\$50.00	\$50.00	Charleston S (WTAT)	NEWS	10/30/14
3.0	Normal Line / News (3)	11/03/14-11/03/14	1	:30	10P- News-News at 10	1							1	1	\$350.00	\$350.00	Charleston S (WTAT)	NEWS	10/30/14
4.0	Normal Line / News (4)	11/01/14-11/01/14	1	:30	11P- News-Saturday News at 10							1		1	\$185.00	\$185.00	Charleston S (WTAT)	NEWS	10/30/14
5.0	Normal Line / News (5)	11/03/14-11/03/14	1	:30	10P- News-News at 10	1								1	\$300.00	\$300.00	Charleston S (WTAT)	NEWS	10/30/14

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

ORDER WORKSHEET

Rep Order# 10453879 Ver# 1 Status New
EC'd Yes

Traffic Order#

1964162

Printed: 10/30/14 9:32 AM
Last Received: 10/30/14 9:25 AM
Showing Buylines: All Rep Changes or Last Station Changes

1 of 2

NEW 4945
CHECKED OCT 30 2014

Station WTAI-TV CHARLESTON, SC
Advertiser (NW80) POLITICAL
Product MCMMASTER ADD
Estimate# 4336
Buyer BRAD FINK

Agency (SMPL) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E 1/4336
Flight Dates 10/30/14-11/04/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (FB2) FRAN BROWN
Sales Assistant FRAN
Salesperson Phone# 215-563-5400
Salesperson Fax# 215-563-2974

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

10/30 NE WORDER PLEASE CONFIRM, THANK YOU FRAN

Ln	Dates	Len	Time	Spots/ Week	Day	Total Spots	Rate	Total Cost	Program	Num of Weeks	RTG/IMP	GRPS/ (000)
1	11/03-11/04	30	7A-8A	1	M-Tu	1	\$60.00	\$60.00	NEWS	1	-	1
2	11/02-11/02	30	9A-10A	1	Su	1	\$50.00	\$50.00	NEWS	1	-	2
3	11/03-11/03	30	10P-1030P	1	M	1	\$350.00	\$350.00	NEWS	1	-	3
4	11/01-11/01	30	10P-1035P	1	Sa	1	\$185.00	\$185.00	NEWS	1	-	4
5	11/03-11/03	30	10P-1035P	1	M	1	\$300.00	\$300.00	NEWS	1	-	5

TP 11-1135P

---REPORT TOTALS---

Report Totals: 5 / \$945.00

---SALES MONTHLY TOTALS---

Nov2014: 5 / \$945.00

Order Totals: 5 / \$945.00 Total GRPS: 0.0

---COMPETITIVE---

Market Totals \$15,441.18 CABL .00% UNKN .00% WCBD 45.81% WCIV 17.19% WCSC 30.89%

ORDER WORKSHEET

Rep Order# 10453879 Ver# 1 Status New

Traffic Order#

Printed:

10/30/14 9:32 AM

2 of 2

EC'd Yes

Last Received:

10/30/14 9:25 AM

Showing Buylines:

All Rep Changes or Last Station Changes

Station WTAT-TV CHARLESTON, SC

Agency (SMPL) STRATEGIC MEDIA PLACEMENT

Rep Firm MILLENNIUM SALES & MARKETING

Advertiser (NW80) POLITICAL

7669 STAGERS LOOP

Sales Office (DC) WASHINGTON

Product MCMMASTER ADD

DELAWARE, OH 43015

Salesperson (FB2) FRAN BROWN

Estimate# 4336

Agency C/P1/P2/E /4336

Sales Assistant FRAN

Buyer BRAD FINK

Flight Dates 10/30/14-11/04/14

Salesperson Phone# 215-563-5400

WCTP

.00%

WMMP

.00%

WTAT

6.12%

Salesperson Fax# 215-563-2974

--- COMPETITIVE COMMENTS ---

--- CREDIT RISK ---

STANDARD CREDIT TERMS

Books [NOV13]

Demos RA35+P

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:

Date:

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: HENRY McMASTER,

a legally qualified candidate of the REPUBLICAN

political party for the office of: SOUTH CAROLINA LT. GOVERNOR

in the GENERAL ELECTION

election to be held on: NOVEMBER 4, 2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

McMASTER FOR LT. GOVERNOR - PO BOX 11063, COLUMBIA, SC 29111 - 539-777-0996

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:

JOHN CAMP

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

10/23/14

Date



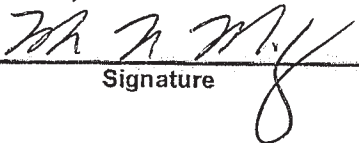
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Marty McCarroll

Printed Name

C.M.

Title