

Approved
9/23/2016

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: WRAL-TV; RALEIGH, NC	Date: 9/23/2016
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I, Miles King,
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: 11/8/16

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		See Attached			

Attach proposed schedule with charges (if available): \$32,540 gross

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

9/23/16
8/9/16
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] Marion Bell Salis M. Bell
Signature **Printed Name** **Title**

Director
9/23/2016

[Signature]
9/23/16

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

1. 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

8/18/16

date

CONTRACT

WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u> 167995 /		<u>Alt Order #</u> 08400792
<u>Product</u> DEBORAH ROSS FOR SEN		
<u>Contract Dates</u> 09/26/16 - 10/02/16		<u>Estimate #</u> 5221
<u>Advertiser</u> Deborah Ross for Senate		<u>Original Date / Revision</u> 09/23/16 / 09/23/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Mark Roberts	<u>Sales Office</u> Chicago TeleRe
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

And:

A/L Media
222 W. Ontario, Suite 600
Chicago, IL 60610

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	09/26/16	09/30/16	WRAL 430a News	430a-5a		:30				NM	4	\$340.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	4				\$85.00				
N 2	WRAL	09/26/16	09/30/16	WRAL 5a News	5a-530a		:30				NM	2	\$700.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	2				\$350.00				
N 3	WRAL	09/26/16	09/30/16	WRAL 530a News	530a-6a		:30				NM	3	\$1,500.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	3				\$500.00				
N 4	WRAL	09/26/16	09/30/16	WRAL AM News 6-7a	6a-7a		:30				NM	3	\$2,550.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	3				\$850.00				
N 5	WRAL	09/26/16	09/30/16	Today Show	7-9a		:30				NM	3	\$1,650.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	3				\$550.00				
N 6	WRAL	09/26/16	09/30/16	Today Show II	9a-10a		:30				NM	3	\$750.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	3				\$250.00				
N 7	WRAL	09/26/16	09/30/16	Today Show III	10-11a		:30				NM	4	\$900.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
	Week:	09/26/16	10/02/16	MTWTF--	4				\$225.00				
N 8	WRAL	09/26/16	09/30/16	WRAL Noon News	12-1p		:30				NM	4	\$1,400.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

Contract / Revision	Alt Order #
167995 /	08400792

Contract Dates	Product	Estimate #
09/26/16 - 10/02/16	DEBORAH ROSS FOR	5221

Advertiser	Original Date / Revision
Deborah Ross for Senate	09/23/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				4	\$350.00				
N 9	WRAL	09/26/16	09/30/16	Dr. Phil	3-4p		:30				NM	2	\$1,350.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				2	\$675.00				
N 10	WRAL	09/26/16	09/30/16	WRAL 4p News	4-5p		:30				NM	3	\$1,200.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				3	\$400.00				
N 11	WRAL	09/26/16	09/30/16	WRAL 5p News	5-530p		:30				NM	2	\$2,000.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				2	\$1,000.00				
N 12	WRAL	09/26/16	09/30/16	WRAL 530p News	530-6p		:30				NM	2	\$2,200.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				2	\$1,100.00				
N 13	WRAL	09/26/16	09/30/16	WRAL 6p News	6p-6:30p		:30				NM	2	\$3,000.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				2	\$1,500.00				
N 14	WRAL	09/26/16	10/02/16	Late News	11-1135p		:30				NM	2	\$2,000.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTFSS				2	\$1,000.00				
N 15	WRAL	09/26/16	09/29/16	Tonight Show	11:35p-1237xm		:30				NM	3	\$900.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWT---				3	\$300.00				
N 16	WRAL	10/01/16	10/01/16	WRAL News 6a-8a	6a-8a		:30				NM	2	\$900.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----2-				2	\$450.00				
N 17	WRAL	10/01/16	10/01/16	Saturday Today	Saturday Morning		:30				NM	2	\$800.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----2-				2	\$400.00				
N 18	WRAL	10/01/16	10/01/16	WRAL SAT 6pm News	6-630p		:30				NM	1	\$475.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1-				1	\$475.00				
N 19	WRAL	10/02/16	10/02/16	NC SPIN	630a-7a		:30				NM	1	\$175.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$175.00				
N 20	WRAL	10/02/16	10/02/16	WRAL News Sunday	7a-9a		:30				NM	1	\$275.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/26/16 - 10/02/16	DEBORAH ROSS FOR	5221

<u>Advertiser</u>	<u>Original Date / Revision</u>
Deborah Ross for Senate	09/23/16 / 09/23/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$275.00				
N 21	WRAL	10/02/16	10/02/16	WRAL SUN 6p News	6p-630p		:30				NM	1	\$475.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$475.00				
N 22	WRAL	10/02/16	10/02/16	NFL Sunday - Internal	8p-11p		:30				NM	1	\$7,000.00
Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$7,000.00				
Totals								0.00				51	\$32,540.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/02/16	51	\$32,540.00	(\$4,881.00)	\$27,659.00
Totals	51	\$32,540.00	(\$4,881.00)	\$27,659.00

Signature: _____ **Date:** _____

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