

## 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**

<b>Station and Location:</b> <u>WNPBW</u>	<b>Date:</b> <u>10/14/14</u>
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I, Laura Bassett,  
 being/on behalf of: FL Dem Party - Crick, Sheldon & Rankin,  
 a legally qualified candidate of the Democratic Party  
 political party for the office of: Governor, Attorney General & CFO  
 in the General Election  
 election to be held on: 11/4/2014  
 do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**

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

FL Dem Party: Crist, Sheldon & Rankin

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:

Sanford B Horowitz 200 Central Ave #710 (786) 300-1783  
St. Petersburg, FL 33701

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**

9/8/2014 Jenna Bennett  
Date Signature

**To Be Signed By Station Representative**

Accepted  Accepted in Part  Rejected  
Cory Cullen Cory Cullen Sales Manager  
Signature Printed Name Title

**AGREED UPON SCHEDULE**

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p>AS ORDERED</p>					

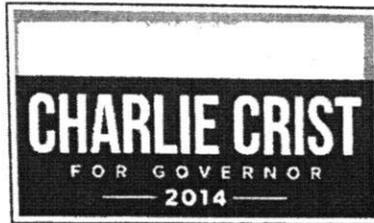
**Attach proposed schedule with charges (if available):**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



August 2, 2014

Pursuant to Section 106.143 of Florida Statutes, please let this letter serve as authorization of the advertisement paid for by the Florida Democratic Party. I approve of the content of this advertisement.

Sincerely,

A handwritten signature in black ink, appearing to read "Omar Khan". The signature is written in a cursive style with a long, sweeping horizontal line extending to the right.

Omar Khan

Campaign Manager

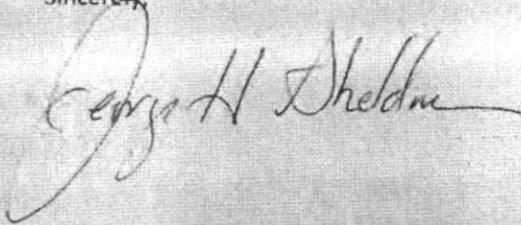
Charlie Crist for Governor

July 16, 2014

To Whom It May Concern:

Pursuant to Section 106.143 of Florida Statutes, please let this letter serve as authorization of the advertisement paid for by the Florida Democratic Party. I approve of the content of this advertisement.

Sincerely,

A handwritten signature in cursive script, appearing to read "George H. Sheldon". The signature is written in dark ink and is positioned below the word "Sincerely,".

214 South Bronough Street  
Tallahassee, Florida 32301  
850.222.3411 | 850.222.0916  
www.floridadems.org

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## Florida Democratic Party

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William Rankin for Florida Chief Financial Officer

265 South Federal Highway #258  
Deerfield Beach, FL 33441

June 23, 2014

To whom it may concern:

Pursuant to Section 106.143 of the Florida campaign finance code, please let this letter serve as authorization of the advertisement paid for by the Florida Democratic Party. I approve of the content of this advertisement.

Sincerely,



William Rankin

# ORDER



**Orders**  
**Order / Rev:** 59156  
**Alt Order #:** 10442287  
**Product Desc:** FDP 3PAC: CRIST, SHE  
**Estimate:** 3829  
**Flight Dates:** 10/14/14 - 10/20/14  
**Original Date / Rev:** 10/13/14 / 10/13/14  
**Order Type:** GENERAL

**Primary AE:** Washington DC Millennium  
**Sales Office:** M-WDC  
**Sales Region:** National

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St. NW  
 Washington, DC 20007

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

**Advertiser Name:** Florida Democratic Party  
**Demographic:** A35+  
**Product Codes:** State Candidates  
**Priority:** P-XX  
**Revenue Codes:** AGY, POL, POL-CAND

**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
09/29/14	10/20/14	9	\$1,300.00	\$1,105.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	9	\$1,300.00	\$1,105.00	0.00
<b>Totals</b>	<b>9</b>	<b>\$1,300.00</b>	<b>\$1,105.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WNBW	16%	\$1,300.00
Market	100%	\$8,125.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$81.25
WCJB	45%	\$3,656.25
WGFL	18%	\$1,462.50
WOGX	20%	\$1,625.00
WUFT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNBW	10/17/14	10/17/14	Today Show I Today Show I	CM	7a-9a	----F--	:30	1	\$35.00	P-04	0.00	NM	1	\$35.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/13/14	10/19/14	----F--		1		\$35.00		0.00					
E 2	WNBW	10/16/14	10/16/14	Today Show II Today Show II	CM	9a-10a	---T---	:30	1	\$25.00	P-04	0.00	NM	1	\$25.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/13/14	10/19/14	---T---		1		\$25.00		0.00					
E 3	WNBW	10/20/14	10/20/14	Today Show III Today Show III	CM	10a-11a	M-----	:30	1	\$25.00	P-04	0.00	NM	1	\$25.00
TODAY3															

Order / Rev: 59156  
 Alt Order #: 10442287  
 Flight Dates: 10/14/14 - 10/20/14

Advertiser: Florida Democratic Party  
 Product Desc: FDP 3PAC: CRIST, SHE  
 Estimate: 3829  
**WNBW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WNBW	10/20/14	10/20/14	Today Show III Today Show III	CM	10a-11a	M-----	:30	1	\$25.00	P-04	0.00	NM	1	\$25.00
TODAY3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/20/14	10/26/14	M-----			1			\$25.00			0.00		
E 4	WNBW	10/14/14	10/14/14	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-T-----	:30	1	\$15.00	P-04	0.00	NM	1	\$15.00
STEVE HARVEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/13/14	10/19/14	-T-----			1			\$15.00			0.00		
E 5	WNBW	10/20/14	10/20/14	Mon Prime Other 8:00 PM-10:00 PM	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	PM-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/20/14	10/26/14	M-----			1			\$300.00			0.00		
E 6	WNBW	10/14/14	10/14/14	Tue 8p-9p Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/13/14	10/19/14	-T-----			1			\$300.00			0.00		
E 7	WNBW	10/15/14	10/15/14	Wed 9p-10p 9:00 PM-10:00 PM	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	PM--w----	:30	1	\$275.00	P-04	0.00	NM	1	\$275.00
LAW AND ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/13/14	10/19/14	--w----			1			\$275.00			0.00		
E 8	WNBW	10/16/14	10/16/14	Thu 8p-9p 8:00 PM-9:00 PM	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---T---	:30	1	\$300.00	P-04	0.00	NM	1	\$300.00
BIGGEST LOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/13/14	10/19/14	---T---			1			\$300.00			0.00		
E 9	WNBW	10/18/14	10/18/14	Sa Weekend Today Sho Sa Weekend Today Show	CM	7a-9a	-----S-	:30	1	\$25.00	P-04	0.00	NM	1	\$25.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/13/14	10/19/14	-----S-			1			\$25.00			0.00		
<b>Totals</b>													<b>9</b>	<b>\$1,300.00</b>	