

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:

WGXA Macon

Date:

9/15/14

I, Michelle Irvin

being/on behalf of: Nathan Deal for Governor

a legally qualified candidate of the Republican

political party for the office of: Governor (GA)

in the General

election to be held on: November 6, 2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available) **SEE ORDER**

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

Nathan Deal for Governor

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:

Wes Smith

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

9/3/14

Date

Michelle Chen

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Rebecca L. Swan

Signature

Rebecca L. Swan

Printed Name

VP/GM

Title

FEDERAL CANDIDATE CERTIFICATION

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

I, Michelle Irvin

(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.

Michelle Irvin

signature of candidate or authorized committee

Michelle Irvin

printed name

9/3/14

date

**1911 North Ft. Myer Drive
Suite 400
Arlington, VA 22209
(202)337-5700**

BB&T
BRANCH BANKING AND TRUST COMPANY
68-531/560

89991
FRALDARMOR

Memo: Deal

Check Number: 89991

DATE	AMOUNT
Sep 15, 2014	

\$3,306.50

Three Thousand Three Hundred Six and 50/100 Dollars

**PAY
TO THE
ORDER
OF:**

WGXA-TV
599 Martin Luther King Blvd.
Macon, GA 31201

Void After 90 Days

AUTHORIZED SIGNATURE

№089991 № 1:056005318:0000159760871 №

Strategic Media Services, Inc.

89991

REFERENCE NO.	DESCRIPTION	INVOICE DATE	INVOICE AMOUNT	DISCOUNT TAKEN	AMOUNT PAID
	Flt dates - 9/17-9/23/14 <div style="text-align: center; font-size: 2em;">5707</div>				3,306.50

CHECK DATE	CHECK NO.	PAYEE	DISCOUNTS TAKEN	CHECK AMOUNT
9/15/14	89991	WGXA-TV		\$3,306.50

LAP98 COMPATIBLE ENVELOPE - CE15 / CE15S

Rev 2-14

10255/10255 (6/14) 661524



WGXA-TV FOX24
599 Martin Luther King, Jr. Blvd.
Macon, GA 31201

Contract # 5707

Schedule Dates 09/17/14-09/23/14
Advertiser DEAL, NATHAN - GOVERNOR (1773)
Agency Strategic Media Services (1263)
Product Political Candidate (1004)
Brand DEAL/GOV/R (4465)
Salesperson Katz - Washington DC, (1022)
Sales Office Katz - Washington DC
Buyer Name IRVIN, MICHELLE
Phone/Fax /
CPE DEAL/GOV/R/
Account Types National/Political Candidate
Billing Type Standard
Comments 9402987

Date Entered 09/15/14
Last Modified 09/15/14
Entered By Cassie Crowley
CO-OP No
Headline # 9402987
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$583.50
Net Total \$3,306.50
Sales Tax

FOX (WGXA)

By Broadcast Month	Spots	Rate
Sep. 2014	37	\$3,890.00
Grand Total:	37	\$3,890.00

Strategic Media Services
1911 North Ft Myer Dr
Suite 400
Arlington, VA 20002

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 / SPOT(B/E)	09/17/14-09/19/14	4	:15/:15	6A- 7A (EST)	2			X	X	X			2	\$10.00	\$20.00	FOX (WGXA)		9/15/14
2.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	4	:15/:15	7A- WGXA Morning News	3			X	X	X			3	\$20.00	\$60.00	FOX (WGXA)		9/15/14
3.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	4	:15/:15	7A- WGXA Morning News		1	1						2	\$20.00	\$40.00	FOX (WGXA)		9/15/14
4.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	4	:15/:15	9A- 10A (EST)	2			X	X	X			2	\$60.00	\$120.00	FOX (WGXA)		9/15/14
5.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	4	:15/:15	9A- 10A (EST)	1	X	X						1	\$60.00	\$60.00	FOX (WGXA)		9/15/14
6.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	5	:15/:15	10A- 11A (EST)	1			X	X	X			1	\$24.00	\$24.00	FOX (WGXA)		9/15/14
7.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	5	:15/:15	10A- 11A (EST)	1	X	X						1	\$24.00	\$24.00	FOX (WGXA)		9/15/14
8.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	4	:15/:15	1P- The People's Court	1			X	X	X			1	\$20.00	\$20.00	FOX (WGXA)		9/15/14
9.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	4	:15/:15	2P- Judge Mathis	1	X	X						1	\$26.00	\$26.00	FOX (WGXA)		9/15/14
10.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	3	:15/:15	4P- 5P (EST)	2			X	X	X			2	\$180.00	\$360.00	FOX (WGXA)		9/15/14
11.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	3	:15/:15	4P- 5P (EST)		1	1						2	\$180.00	\$360.00	FOX (WGXA)		9/15/14
12.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	3	:15/:15	5P- WGXA News @ 5p	2			X	X	X			2	\$130.00	\$260.00	FOX (WGXA)		9/15/14
13.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	3	:15/:15	5P- WGXA News @ 5p		1	1						2	\$130.00	\$260.00	FOX (WGXA)		9/15/14
14.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	4	:15/:15	7P- 8P (EST)	1			X	X	X			1	\$150.00	\$150.00	FOX (WGXA)		9/15/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WGXA-TV FOX24
599 Martin Luther King, Jr. Blvd.
Macon, GA 31201

Contract # 5707

Schedule Dates 09/17/14-09/23/14
Advertiser DEAL, NATHAN - GOVERNOR (1773)
Agency Strategic Media Services (1263)
Product Political Candidate (1004)
Brand DEAL/GOV/R (4465)
Salesperson Katz - Washington DC, (1022)
Sales Office Katz - Washington DC
Buyer Name IRVIN, MICHELLE
Phone/Fax /
CPE DEAL/GOV/R/
Account Types National/Political Candidate
Billing Type Standard
Comments 9402987

Date Entered 09/15/14
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By Broadcast Month	Spots	Rate
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Strategic Media Services
1911 North Ft Myer Dr
Suite 400
Arlington, VA 20002

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
15.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	4	:15/:15	7P- 8P (EST)		1	1						2	\$150.00	\$300.00	FOX (WGXA)		9/15/14
16.0	Normal Line / SPOT(B/E)	09/17/14-09/19/14	4	:15/:15	10:01P- WGXA News @ 10p	5			X	X	X			5	\$150.00	\$750.00	FOX (WGXA)		9/15/14
17.0	Normal Line / SPOT(B/E)	09/22/14-09/23/14	4	:15/:15	10:01P- WGXA News @ 10p	3	X	X						3	\$150.00	\$450.00	FOX (WGXA)		9/15/14
18.0	Normal Line / SPOT(B/E)	09/20/14-09/20/14	4	:15/:15	12:30P- Fox MLB Baseball							1		1	\$350.00	\$350.00	FOX (WGXA)		9/15/14
19.0	Normal Line / SPOT(B/E)	09/20/14-09/20/14	4	:15/:15	11P- WGXA Late News Saturday							1		1	\$84.00	\$84.00	FOX (WGXA)		9/15/14
20.0	Normal Line / SPOT(B/E)	09/21/14-09/21/14	4	:15/:15	9A- Fox News Sunday w/Chris Wallace								1	1	\$86.00	\$86.00	FOX (WGXA)		9/15/14
21.0	Normal Line / SPOT(B/E)	09/21/14-09/21/14	4	:15/:15	10:01P- WGXA Weekend News Sunday								1	1	\$86.00	\$86.00	FOX (WGXA)		9/15/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

09/24
ORDER WORKSHEET

Rep Order# 9402987	Ver# 5	Status Revised	Traffic Order# 5707	Printed: 09/24/14 2:30 PM	1 of 3
EC'd No				Last Received: 09/24/14 2:16 PM	
				Showing Buylines: All Lines	
Station WGXA-TV MACON	Agency (5201) STRATEGIC MEDIA SERVICES	Rep Firm KATZ CONTINENTAL			
Advertiser (NATD) NATHAN DEAL FOR GOVR	1911 NORTH FT MYER DRIVE, SUITE 400	Sales Office (DC) WASHINGTON			
Product DEAL/G/R	ARLINGTON, VA 2000222097	Salesperson (LR4) LAURA REPP			
Estimate#	Agency C/P1/P2/E	Sales Assistant DEVON			
Buyer MICHELLE IRVIN	Flight Dates 09/17/14-09/23/14	Salesperson Phone#			
		Salesperson Fax# 917-206-0428			

--- CONTRACT COMMENT ---

BOOKEND 15S

*****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 ---

APPROVED LR

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	W-F	6A-7A	INSIDER/ET	15	-	-	\$5.00	09/17-09/19	4	4	\$20.00
			Buy Comment: BOOKENDS								
2	W-F	7A-9A	MORN NEWS	15	-	-	\$10.00	09/17-09/19	6	6	\$60.00
			Buy Comment: BOOKENDS								
3	M-Tu	7A-9A	MORN NEWS	15	-	-	\$10.00	09/22-09/23	4	4	\$40.00
			Buy Comment: BOOKENDS								
4	W-F	9A-10A	FAMILY FEUD	15	-	-	\$30.00	09/17-09/19	4	4	\$120.00
			Buy Comment: BOOKENDS								
5	M-Tu	9A-10A	FAMILY FEUD	15	-	-	\$30.00	09/22-09/23	2	2	\$60.00
			Buy Comment: BOOKENDS								
✓6	W-F	10A-11A	MILLIONAIRE	15	-	-	\$12.00	09/17-09/19	2	2	\$24.00
			Buy Comment: BOOKENDS								
✓7	M-Tu	10A-11A	MILLIONAIRE	15	-	-	\$12.00	09/22-09/23	2	2	\$24.00
			Buy Comment: BOOKENDS								

ORDER WORKSHEET

Rep Order# 9402987	Ver# 5	Status Revised	Traffic Order# 5707	Printed: 09/24/14 2:30 PM	2 of 3
EC'd No			Last Received: 09/24/14 2:16 PM		
			Showing Buylines:	All Lines	

Station WGXA-TV MACON
Advertiser (NATD) NATHAN DEAL FOR GOVR
Product DEAL/G/R
Estimate#
Buyer MICHELLE IRVIN

Agency (5201) STRATEGIC MEDIA SERVICES
 1911 NORTH FT MYER DRIVE, SUITE 400
 ARLINGTON, VA 2000222097
Agency C/P1/P2/E
Flight Dates 09/17/14-09/23/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (LR4) LAURA REPP
Sales Assistant DEVON
Salesperson Phone#
Salesperson Fax# 917-206-0428

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8	W-F	1P-2P	PEOPLES COURT	15	-	-	\$10.00	09/17-09/19	2	2	\$20.00
			Buy Comment: BOOKENDS								
9	M-Tu	2P-3P	JUDGE MATHIS	15	-	-	\$13.00	09/22-09/23	2	2	\$26.00
			Buy Comment: BOOKENDS								
10	W-F	4P-5P	FAMILY FEUD	15	-	-	\$90.00	09/17-09/19	4	4	\$360.00
			Buy Comment: BOOKENDS								
11	M-Tu	4P-5P	FAMILY FEUD	15	-	-	\$90.00	09/22-09/23	4	4	\$360.00
			Buy Comment: BOOKENDS								
12	W-F	5P-6P	NEWS 5P	15	-	-	\$65.00	09/17-09/19	4	4	\$260.00
			Buy Comment: BOOKENDS 15S								
13	M-Tu	5P-6P	NEWS 5P	15	-	-	\$65.00	09/22-09/23	4	4	\$260.00
			Buy Comment: BOOKENDS 15S								
14	W-F	7P-8P	BIG BANG	15	-	-	\$75.00	09/17-09/19	2	2	\$150.00
			Buy Comment: BOOKENDS 15S								
15	M-Tu	7P-8P	BIG BANG	15	-	-	\$75.00	09/22-09/23	4	4	\$300.00
			Buy Comment: BOOKENDS 15S								
16	W-F	10P-11P	NEWS 10P	15	-	-	\$75.00	09/17-09/19	10	10	\$750.00
			Buy Comment: BOOKENDS 15S								
17	M-Tu	10P-11P	NEWS 10P	15	-	-	\$75.00	09/22-09/23	6	6	\$450.00
			Buy Comment: BOOKENDS 15S								
18	Sa	1230P-4P	MLB	15	-	-	\$175.00	09/20-09/20	2	2	\$350.00
			Buy Comment: BOOKENDS 15S								

ORDER WORKSHEET

Rep Order# 9402987 Ver# 5 Status Revised Traffic Order# 5707 Printed: 09/24/14 2:30 PM 3 of 3
 EC'd No Last Received: 09/24/14 2:16 PM
 Showing Buylines: All Lines

Station WGXA-TV MACON
 Advertiser (NATD) NATHAN DEAL FOR GOVR
 Product DEAL/G/R
 Estimate#
 Buyer MICHELLE IRVIN

Agency (5201) STRATEGIC MEDIA SERVICES
 1911 NORTH FT MYER DRIVE, SUITE 400
 ARLINGTON, VA 2000222097
 Agency C/P1/P2/E
 Flight Dates 09/17/14-09/23/14

Rep Firm KATZ CONTINENTAL
 Sales Office (DC) WASHINGTON
 Salesperson (LR4) LAURA REPP
 Sales Assistant DEVON
 Salesperson Phone#
 Salesperson Fax# 917-206-0428

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
✓ 19*	Sa	1142P	NEWS 10	15	-	-	\$42.00	09/20-09/20	2	2	\$84.00
		Buy Comment: BOOKENDS 15S									
		Sales remark: V5 APPROVED LR									
		V5 Time Changed, Comment Changed									
20	Su	9A-10A	NEWS SUN	15	-	-	\$43.00	09/21-09/21	2	2	\$86.00
		Buy Comment: BOOKENDS 15S									
21	Su	10P-1030P	NEWS 10P SUN	15	-	-	\$43.00	09/21-09/21	2	2	\$86.00
		Buy Comment: BOOKENDS 15S									

---REPORT TOTALS---

Report Totals: 74 / \$3,890.00

---SALES MONTHLY TOTALS---

Sep2014: 74 / \$3,890.00

Order Totals: 74 / \$3,890.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$25,933.33	CABL	.00%	UKNO	.00%	WBMN	.00%	WGXA	15.00%	WMAZ	63.00%
		WMGT	22.00%	WPGA	.00%						

Books [null]
 Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

C9117

ORDER WORKSHEET

Rep Order# 9402987 Ver# 3 Status Revised Traffic Order# 5707 Printed: 09/17/14 9:48 AM 1 of 4
 EC'd No Last Received: 09/17/14 9:37 AM
 Showing Buylines: All Lines

Station WGXA-TV MACON Agency (5201) STRATEGIC MEDIA SERVICES Rep Firm KATZ CONTINENTAL
 Advertiser (NATD) NATHAN DEAL FOR GOVR 1911 NORTH FT MYER DRIVE, SUITE 400 Sales Office (DC) WASHINGTON
 Product DEAL/GOV/R ARLINGTON, VA 2000222097 Salesperson (LR4) LAURA REPP
 Estimate# Agency C/P1/P2/E 09/17/14-09/23/14 Sales Assistant DEVON
 Buyer MICHELLE IRVIN Flight Dates Salesperson Phone# 917-206-0428
 Salesperson Fax#

--- CONTRACT COMMENT ---

BOOKEND 15S

*****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 ---

SEE CHGS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	W-F	6A-7A	INSIDER/ET Buy Comment: BOOKENDS	15	-	-	\$5.00	09/17-09/19	4	4	\$20.00
2	W-F	7A-9A	MORN NEWS Buy Comment: BOOKENDS	15	-	-	\$10.00	09/17-09/19	6	6	\$60.00
3	M-Tu	7A-9A	MORN NEWS Buy Comment: BOOKENDS	15	-	-	\$10.00	09/22-09/23	4	4	\$40.00
4	W-F	9A-10A	FAMILY FEUD Buy Comment: BOOKENDS	15	-	-	\$30.00	09/17-09/19	4	4	\$120.00
5	M-Tu	9A-10A	FAMILY FEUD Buy Comment: BOOKENDS	15	-	-	\$30.00	09/22-09/23	2	2	\$60.00
✓ 6	W-F	10A-11A	MILLIONAIRE Buy Comment: BOOKENDS Sales remark: V3 TP CJHG V3 Time Changed, Comment Changed	15	-	-	\$12.00	09/17-09/19	2	2	\$24.00

Rep Order# 9402987	Ver# 3	Status Revised	Traffic Order# 5707	Printed: 09/17/14 9:48 AM	2 of 4
EC'd No			Last Received: 09/17/14 9:37 AM		
			Showing Buylines: All Lines		

Agency (5201) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 2000222097

Agency C/P1/P2/E

Flight Dates 09/17/14-09/23/14

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
7*	M-Tu	10A-11A	MILLIONAIRE	15	-	-	\$12.00	09/22-09/23	2	2	\$24.00
		Buy Comment: BOOKENDS									
		Sales remark: V3 TP CHG									
		V3 Time Changed, Comment Changed									
8	W-F	1P-2P	PEOPLES COURT	15	-	-	\$10.00	09/17-09/19	2	2	\$20.00
		Buy Comment: BOOKENDS									
9	M-Tu	2P-3P	JUDGE MATHIS	15	-	-	\$13.00	09/22-09/23	2	2	\$26.00
		Buy Comment: BOOKENDS									
10	W-F	4P-5P	FAMILY FEUD	15	-	-	\$90.00	09/17-09/19	4	4	\$360.00
		Buy Comment: BOOKENDS									
11	M-Tu	4P-5P	FAMILY FEUD	15	-	-	\$90.00	09/22-09/23	4	4	\$360.00
		Buy Comment: BOOKENDS									
12	W-F	5P-6P	NEWS 5P	15	-	-	\$65.00	09/17-09/19	4	4	\$260.00
		Buy Comment: BOOKENDS 15S									
13	M-Tu	5P-6P	NEWS 5P	15	-	-	\$65.00	09/22-09/23	4	4	\$260.00
		Buy Comment: BOOKENDS 15S									
14	W-F	7P-8P	BIG BANG	15	-	-	\$75.00	09/17-09/19	2	2	\$150.00
		Buy Comment: BOOKENDS 15S									
15	M-Tu	7P-8P	BIG BANG	15	-	-	\$75.00	09/22-09/23	4	4	\$300.00
		Buy Comment: BOOKENDS 15S									
16	W-F	10P-11P	NEWS 10P	15	-	-	\$75.00	09/17-09/19	10	10	\$750.00
		Buy Comment: BOOKENDS 15S									

ORDER WORKSHEET

Rep Order# 9402987 Ver# 3 Status Revised
EC'd No

Traffic Order# 5707

Last Received:
Showing Buylines:

Printed: 09/17/14 9:48 AM
09/17/14 9:37 AM
All Lines

3 of 4

Station WGXA-TV MACON
Advertiser (NATD) NATHAN DEAL FOR GOVR
Product DEAL/GOV/R
Estimate#
Buyer MICHELLE IRVIN

Agency (5201) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 2000222097
Agency C/P1/P2/E
Flight Dates 09/17/14-09/23/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (LR4) LAURA REPP
Sales Assistant DEVON
Salesperson Phone#
Salesperson Fax# 917-206-0428

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
17	M-Tu	10P-11P	NEWS 10P	15	-	-	\$75.00	09/22-09/23	6	6	\$450.00
		Buy Comment: BOOKENDS 15S									
✓ 18*	Sa	1230P-4P	MLB	15	-	-	\$175.00	09/20-09/20	2	2	\$350.00
		Buy Comment: BOOKENDS 15S									
		Sales remark: V3 PGM CHG									
		V3 Program Name Change, Comment Changed									
✓ 19*	Sa	11P-1130P	NEWS 10	15	-	-	\$42.00	09/20-09/20	2	2	\$84.00
		Buy Comment: BOOKENDS 15S									
		Sales remark: V3 TP CHG									
		V3 Time Changed, Comment Changed									
20	Su	9A-10A	NEWS SUN	15	-	-	\$43.00	09/21-09/21	2	2	\$86.00
		Buy Comment: BOOKENDS 15S									
21	Su	10P-1030P	NEWS 10P SUN	15	-	-	\$43.00	09/21-09/21	2	2	\$86.00
		Buy Comment: BOOKENDS 15S									

---REPORT TOTALS---

Report Totals: 74 / \$3,890.00

---SALES MONTHLY TOTALS---

Sep2014: 74/ \$3,890.00

Order Totals: 74 / \$3,890.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$25,933.33	CABL .00%	UKNO .00%	WBMN .00%	WGXA 15.00%	WMAZ 63.00%
		WMGT 22.00%	WPGA .00%			

Books [null]

ORDER WORKSHEET

Rep Order# 9402987 Ver# 1 Status New
EC'd No

Traffic Order# 5707

Printed: 09/15/14 4:45 PM
Last Received: 09/15/14 4:43 PM
Showing Buylines: All Lines

1 of 3

U/R 1115
EM 9/17

Station WGXA-TV MACON
Advertiser (NATD) NATHAN DEAL FOR GOVR
Product DEAL/GOV/R
Estimate#
Buyer MICHELLE IRVIN

Agency (5201) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 2000222097
Agency C/P1/P2/E
Flight Dates 09/17/14-09/23/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (LR4) LAURA REPP
Sales Assistant DEVON
Salesperson Phone#
Salesperson Fax# 917-206-0428

--- CONTRACT COMMENT ---

BOOKEND 15S
*****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 ---

NEW ORDER 9/17-9/23 SHARES ARE EST BOOKEND 15 SECONDS PLS CF TR DEVNO FOR LAURA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	W-F	6A-7A	INSIDER/ET 4	15	-	-	\$5.00	09/17-09/19	4	4	\$20.00
			Buy Comment: BOOKENDS								
2	W-F	7A-9A	MORN NEWS 4	15	-	-	\$10.00	09/17-09/19	6	6	\$60.00
			Buy Comment: BOOKENDS								
3	M-Tu	7A-9A	MORN NEWS 4	15	-	-	\$10.00	09/22-09/23	4	4	\$40.00
			Buy Comment: BOOKENDS								
4	W-F	9A-10A	FAMILY FEUD 4	15	-	-	\$30.00	09/17-09/19	4	4	\$120.00
			Buy Comment: BOOKENDS								
5	M-Tu	9A-10A	FAMILY FEUD 4	15	-	-	\$30.00	09/22-09/23	2	2	\$60.00
			Buy Comment: BOOKENDS								
6	W-F	10-11a 9A-10A	MILLIONAIRE 5	15	-	-	\$12.00	09/17-09/19	2	2	\$24.00
			Buy Comment: BOOKENDS								
7	M-Tu	10-11a 9A-10A	MILLIONAIRE 5	15	-	-	\$12.00	09/22-09/23	2	2	\$24.00
			Buy Comment: BOOKENDS								

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Station WGXA-TV MACON
Advertiser (NATD) NATHAN DEAL FOR GOVR
Product DEAL/GOV/R
Estimate#
Buyer MICHELLE IRVIN

Agency (5201) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 2000222097
Agency C/P1/P2/E
Flight Dates 09/17/14-09/23/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (LR4) LAURA REPP
Sales Assistant DEVON
Salesperson Phone#
Salesperson Fax# 917-206-0428

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8	W-F	1P-2P	PEOPLES COURT 4 Buy Comment: BOOKENDS	15	-	-	\$10.00	09/17-09/19	2	2	\$20.00
9	M-Tu	2P-3P	JUDGE MATHIS 4 Buy Comment: BOOKENDS	15	-	-	\$13.00	09/22-09/23	2	2	\$26.00
10	W-F	4P-5P	FAMILY FEUD 3 Buy Comment: BOOKENDS	15	-	-	\$90.00	09/17-09/19	4	4	\$360.00
11	M-Tu	4P-5P	FAMILY FEUD 3 Buy Comment: BOOKENDS	15	-	-	\$90.00	09/22-09/23	4	4	\$360.00
12	W-F	5P-6P	NEWS 5P 3 Buy Comment: BOOKENDS 15S	15	-	-	\$65.00	09/17-09/19	4	4	\$260.00
13	M-Tu	5P-6P	NEWS 5P 3 Buy Comment: BOOKENDS 15S	15	-	-	\$65.00	09/22-09/23	4	4	\$260.00
14	W-F	7P-8P	BIG BANG 4 Buy Comment: BOOKENDS 15S	15	-	-	\$75.00	09/17-09/19	2	2	\$150.00
15	M-Tu	7P-8P	BIG BANG 4 Buy Comment: BOOKENDS 15S	15	-	-	\$75.00	09/22-09/23	4	4	\$300.00
16	W-F	10P-11P	NEWS 10P 4 Buy Comment: BOOKENDS 15S	15	-	-	\$75.00	09/17-09/19	10	10	\$750.00
17	M-Tu	10P-11P	NEWS 10P 4 Buy Comment: BOOKENDS 15S	15	-	-	\$75.00	09/22-09/23	6	6	\$450.00
18	Sa	1230P-4P	BRAVES non-Braves Buy Comment: BOOKENDS 15S	15	-	-	\$175.00	09/20-09/20	2	2	\$350.00

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		WMGT 22.00%	WPGA .00%			

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS