



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

American Media & Advocacy Group
815 Slaters Ln
Alexandria, VA 22314

Contract # 2859377

Schedule Dates: 04/17/17-04/21/17
Advertiser: NC Society of Eye Physicians & Surgeons (116408)
Agency: American Media & Advocacy Group (9105)
Product: POLITICAL ISSUE (ns) (1187)
Brand: NC (466983)
Salesperson: Millennium/DC, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: MediaAssistant,
Phone/Fax: /
CPE: 559/1048/8699
Account Types: National/Political Issue Agency/ BRD
Billing Type: Standard
Comments: Separation: 30
BRADLEY PHILLIPS

Date Entered: 04/12/17
Last Modified: 04/13/17
Entered By: Lisa Carter
CO-OP: No
Headline #: ECR25532161
Demo: A3564R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$228.75
Net Total: \$1,296.25
Sales Tax:

By Broadcast Month	Spots	Rate
Apr. 2017	9	\$1,525.00
Grand Total:	9	\$1,525.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	No	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1 - 0.8)	04/17/17-04/17/17	4	:30	7A-ABC-Good Morning America	1	1							1	\$75.00	\$75.00	Greensboro (WXLV)	GMA	4/13/17
2.0	Normal Line / SPOT (1 - 0.8)	04/21/17-04/21/17	4	:30	7A-ABC-Good Morning America	1								1	\$75.00	\$75.00	Greensboro (WXLV)	GMA	4/13/17
3.0	Normal Line / News (2 - 1.5)	04/17/17-04/17/17	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1								1	\$250.00	\$250.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17
4.0	Normal Line / News (2 - 1.5)	04/18/17-04/18/17	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1								1	\$250.00	\$250.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17
5.0	Normal Line / News (2 - 1.5)	04/20/17-04/20/17	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1								1	\$250.00	\$250.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17
6.0	Normal Line / News (2 - 1.5)	04/21/17-04/21/17	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1								1	\$250.00	\$250.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17
7.0	Normal Line / News (3 - 1.0)	04/17/17-04/17/17	4	:30	11:01P- News-News 14 Carolina on ABC 45 at 11pm	1								1	\$125.00	\$125.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17
8.0	Normal Line / News (3 - 1.0)	04/18/17-04/18/17	4	:30	11:01P- News-News 14 Carolina on ABC 45 at 11pm	1								1	\$125.00	\$125.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17
9.0	Normal Line / News (3 - 1.0)	04/20/17-04/20/17	4	:30	11:01P- News-News 14 Carolina on ABC 45 at 11pm	1								1	\$125.00	\$125.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: Alison Bell Date: _____
Accepted Station: _____ Date: _____
Comments: _____

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, **American Media & Advocacy Group**

do hereby request station time concerning the following issue:

North Carolina Society of Eye Physicians and Surgeons

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

This broadcast time will be used by: NC Society of Eye Physicians and Surgeons

**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):

[Redacted area]

I represent that the payment for the above described broadcast time has been furnished by (name and address):

[Redacted area]

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):

[Redacted area]

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):

North Carolina Society of Eye Physicians and Surgeons
PO Box 27167
Raleigh, NC 27612

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):

Executive Director: Alan Skipper

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Date

John Ferrell

Signature

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected

Allison Aldridge

Signature

Allison Aldridge

Printed Name

VP

Title