



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** NC  
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**

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Apr. 2017	9	\$1,525.00
<b>Grand Total:</b>	<b>9</b>	<b>\$1,525.00</b>

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 (1 - 0.8)	04/17/17-04/17/17	4	:30	7A- ABC-Good Morning America	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						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					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				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						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					1	\$125.00	\$125.00	Greensboro (WXLV)	TWC NEWS-ABC45	4/13/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: Elison 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:

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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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
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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):

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

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):

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 \_\_\_\_\_ Signature \_\_\_\_\_ Contact Phone Number \_\_\_\_\_

**TO BE SIGNED BY STATION REPRESENTATIVE**

**□ Accepted**

**☐ Accepted in Part**

☐ Rejected

Signature: Allison Aldridge Printed Name: Allison Aldridge Title: PO