

ORDER



Orders
Order / Rev: 377941
Alt Order #: 09730480
Product Desc: MIKE BLOOMBERG 2020
Estimate: 0110
Flight Dates: 01/01/20 - 01/10/20
Original Date / Rev: 12/30/19 / 01/08/20
Order Type: GENERAL

WDJT-TV-LP CBS58

Primary AE: Jay Smith
Sales Office: HDC
Sales Region: NAT

Agency Name: Assembly Media
Buying Contact:
Billing Contact:
 711 3rd Avenue
 New York, NY 10017

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

Advertiser Name: Poli/M Bloomberg/D/PRE/US
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/10/20	57	\$73,370.00	\$62,364.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	57	\$73,370.00	\$62,364.50	0.00
Totals	57	\$73,370.00	\$62,364.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP CBS58	29%	\$73,370.00
Market	100%	\$253,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,530.00
WCGV	0%	\$0.00
WISN	36%	\$91,080.00
WITI	15%	\$37,950.00
WMLW-	4%	\$10,120.00
WPXE	0%	\$0.00
WTMJ	15%	\$37,950.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	01/06/20	01/10/20	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MTWTF--	1:00	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTWTF--		3				\$200.00		0.00			
N 2	WDJT	01/06/20	01/08/20		CM	6a-7a	MTW----	1:00	2	\$160.00	P-2	0.00	NM	0	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Morning News M-F 6a - 7a M-F 6a - 7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTW----					2	\$160.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WDJT	01/06/20-01/12/20		Morning News M-F 6a - 7a		6a-7a	MTW-----	1:00		(\$160.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
3	WDJT	01/06/20-01/12/20		Morning News M-F 6a - 7a		6a-7a	MTW-----	1:00		(\$160.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
N 3	WDJT	01/06/20	01/10/20	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	1:00	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					4	\$400.00		0.00			
N 4	WDJT	01/06/20	01/08/20	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MTW----	1:00	2	\$300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTW----					2	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	01/06/20-01/12/20		CBS This Morning M-F 7-9a		7a-9a	MTW-----	1:00		(\$300.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
3	WDJT	01/06/20-01/12/20		CBS This Morning M-F 7-9a		7a-9a	MTW-----	1:00		(\$300.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
N 5	WDJT	01/06/20	01/10/20	3p-4p Dr Phil	CM	3p-4p	MTWTF--	1:00	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					4	\$400.00		0.00			
N 6	WDJT	01/06/20	01/10/20	Jeopardy 6p-630p Jeopardy / M-F	CM	6pm-630pm	MTWTF--	1:00	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					4	\$2,400.00		0.00			
N 7	WDJT	01/06/20	01/08/20	Jeopardy 6p-630p Jeopardy / M-F	CM	6pm-630pm	MTW----	1:00	3	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTW----					3	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	01/06/20-01/12/20		Jeopardy 6p-630p		6pm-630pm	MTW-----	1:00		(\$1,800.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
2	WDJT	01/06/20-01/12/20		Jeopardy 6p-630p		6pm-630pm	MTW-----	1:00		(\$1,800.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
3	WDJT	01/06/20-01/12/20		Jeopardy 6p-630p		6pm-630pm	MTW-----	1:00		(\$1,800.00)		0.00	NM		
See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]															
N 8	WDJT	01/06/20	01/10/20	Wheel of Fortune 630p-7pm Wheel of Fortune / M-F	CM	630pm-7pm	MTWTF--	1:00	5	\$2,800.00	P-2	0.00	NM	5	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					5	\$2,800.00		0.00			
N 9	WDJT	01/06/20	01/08/20	Wheel of Fortune 630p-7pm Wheel of Fortune / M-F	CM	630pm-7pm	MTW----	1:00	3	\$2,200.00	P-3	0.00	NM	6	\$12,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTW----					3	\$2,200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTW----					3	\$2,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	01/06/20-01/12/20	Wheel of Fortune 630p-7p		CM	630pm-7pm	MTW-----	1:00		(\$2,200.00)		0.00	NM		
		See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]													
2	WDJT	01/06/20-01/12/20	Wheel of Fortune 630p-7p		CM	630pm-7pm	MTW-----	1:00		(\$2,200.00)		0.00	NM		
		See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]													
3	WDJT	01/06/20-01/12/20	Wheel of Fortune 630p-7p		CM	630pm-7pm	MTW-----	1:00		(\$2,200.00)		0.00	NM		
		See MG 9.4,9.5,9.6,9.7,9.8,9.9 [NA - duplicate spots using outdated ratecard week of 1/6]													
4	WDJT	01/04/20-01/04/20	NCAA Bsktbl Reg. Season			12-230p	-----Sa--	1:00		\$700.00		0.00	NM		
		Ⓜ MG for 4.3,4.1,7.3,2.2,9.2,7.1,2,3,7.2,9.1,9.3													
5	WDJT	01/05/20-01/05/20	NCAA Bsktbl Reg. Season			1230-3p	-----Su	1:00		\$700.00		0.00	NM		
		Ⓜ MG for 4.3,4.1,7.3,2.2,9.2,7.1,2,3,7.2,9.1,9.3													
6	WDJT	01/06/20-01/06/20	Mo 7p - 8p			Mo 7pm - 8pm	M-----	1:00		\$3,600.00		0.00	NM		
		Ⓜ MG for 4.3,4.1,7.3,2.2,9.2,7.1,2,3,7.2,9.1,9.3													
7	WDJT	01/06/20-01/06/20	Mo 9p - 10p			Mo 9p - 10p	M-----	1:00		\$3,120.00		0.00	NM		
		Ⓜ MG for 4.3,4.1,7.3,2.2,9.2,7.1,2,3,7.2,9.1,9.3													
8	WDJT	01/08/20-01/08/20	Wed 7p - 8p			7p - 8p	--W-----	1:00		\$4,000.00		0.00	NM		
		Ⓜ MG for 4.3,4.1,7.3,2.2,9.2,7.1,2,3,7.2,9.1,9.3													
9	WDJT	01/04/20-01/04/20	Sat Late News			10p-1035p	-----Sa--	1:00		\$800.00		0.00	NM		
		Ⓜ MG for 4.3,4.1,7.3,2.2,9.2,7.1,2,3,7.2,9.1,9.3 Late Run due NFL Overrun													
N 10	WDJT	01/06/20	01/10/20	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	1:00	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					4	\$1,200.00		0.00			
N 11	WDJT	01/06/20	01/10/20	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWTF--	1:00	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					4	\$800.00		0.00			
N 12	WDJT	01/06/20	01/10/20	Late Late 1137p-123830am Late Late Show w/Corden	CM	1137pm-1237am	MTWTF--	1:00	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	MTWTF--					4	\$150.00		0.00			
N 16	WDJT	01/07/20	01/07/20	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	1:00	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		01/06/20	01/12/20	-1-----					1	\$8,000.00		0.00			
N 17	WDJT	01/01/20	01/03/20	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--WTF--	1:00	2	\$160.00	P-3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--					2	\$160.00		0.00			
N 18	WDJT	01/01/20	01/03/20	CBS This Morning M-F 7am CBS This Morning M-F 7a-9a	CM	7a-9a	--WTF--	1:00	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--					2	\$300.00		0.00			
N 19	WDJT	01/01/20	01/03/20	News at Noon News at Noon	CM	12p-1230p	--WTF--	1:00	1	\$440.00	P-3	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--					1	\$440.00		0.00			
N 20	WDJT	01/01/20	01/03/20	2p-3p Inside Edition/Jeopardy	CM	2p-3p	--WTF--	1:00	1	\$260.00	P-3	0.00	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--					1	\$260.00		0.00			
N 21	WDJT	01/01/20	01/03/20	3p-4p Dr Phil	CM	3p-4p	--WTF--	1:00	2	\$340.00	P-3	0.00	NM	2	\$680.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		2				\$340.00		0.00			
N22	WDJT	01/01/20	01/03/20	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	--WTF--	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		1				\$400.00		0.00			
N23	WDJT	01/01/20	01/03/20	M-F 5pm News M-F 5pm News	CM	5p-530p	--WTF--	1:00	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		2				\$600.00		0.00			
N24	WDJT	01/01/20	01/03/20	Jeopardy 6p-630p Jeopardy / M-F	CM	6pm-630pm	--WTF--	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		1				\$1,800.00		0.00			
N25	WDJT	01/01/20	01/03/20	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	--WTF--	1:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		1				\$2,200.00		0.00			
N26	WDJT	01/01/20	01/03/20	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	--WTF--	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		1				\$600.00		0.00			
N27	WDJT	01/01/20	01/03/20	Late Late 1137p-123830am Late Late Show w/Corden	CM	1137pm-1237am	--WTF--	1:00	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	--WTF--		1				\$150.00		0.00			
N31	WDJT	01/05/20	01/05/20	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----1	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	-----1		1				\$300.00		0.00			
N32	WDJT	01/05/20	01/05/20	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	1:00	1	\$6,800.00	P-3	0.00	NM	1	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	-----1		1				\$6,800.00		0.00			
N34	WDJT	01/05/20	01/05/20	Sun Late News Sun Late News	CM	10p-1035p	-----1	1:00	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/30/19	01/05/20	-----1		1				\$700.00		0.00			
													Totals	57	\$73,370.00

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:	Date:
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I, Catherine Warburton,
 being/on behalf of: Bloomberg, Michael,
 a legally qualified candidate of the Democratic
 political party for the office of: President
 in the Primary
 election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please refer to station schedule					

Attach proposed schedule with charges (if available):

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

Mike Bloomberg 2020, Inc.

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:

Hayden Horowitz

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

11/21/19

Date

Catherine Warburton

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

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, Catherine Warburton

(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

Catherine Warburton

printed name

11/21/19

date

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

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.