

# ORDER



WSMV

**Orders**  
**Order / Rev:** 656183  
**Alt Order #:**  
**Product Desc:** Bill Freeman For Mayor  
**Estimate:** Bill Freeman For Mayor  
**Flight Dates:** 05/21/15 - 05/21/15  
**Original Date / Rev:** 05/14/15 / 05/20/15  
**Order Type:** GENERAL

**Primary AE:** POLITICAL POLITICAL  
**Sales Office:** WSMV  
**Sales Region:** Local

**Agency**  
**Name:** Fletcher Rowley Inc  
**Buying Contact:** Kati Bumgardner  
**Billing Contact:**  
 1720 West End Avenue, Suite 640  
 Nashville, TN 37203-2607

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

**Advertiser**  
**Name:** Bill Freeman For Mayor  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Local  
**Priority:** IMP  
**Revenue Codes:** POL, PLC, FLT

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/15	05/21/15	4	\$12,000.00	\$10,200.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2015	4	\$12,000.00	\$10,200.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$12,000.00</b>	<b>\$10,200.00</b>	<b>0.00</b>

## Account Executives

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	WSMV	05/21/15	05/21/15	Local News Special Mayoral Debate	CM	Thursday 6:30-8p (6:28 PM-8:00 PM)	---T---	:30	2	\$2,000.00	IMP	0.00	NM	2	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		05/18/15	05/24/15	---T---			2		\$2,000.00	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	WSMV	05/18/15-05/24/15		Local News Special		Thursday 6:30-8p	F---Th-----	:30		\$2,000.00		0.00	NM			
2	WSMV	05/18/15-05/24/15		Local News Special		Thursday 6:30-8p	P---Th-----	:30		<del>(\$2,000.00)</del>		0.00	NM			
See MG 1.3																
3	WSMV	05/18/15-05/24/15		Local News Special		Thursday 6:30-8p	---Th-----	:30		\$2,000.00		0.00	NM			
Ⓜ MG for 1.2 05/21																
N 2	WSMV	05/21/15	05/21/15	Local News Special Mayoral Debate	CM	Thursday 6:30-8p (6:28 PM-8:00 PM)	---T---	1:00	2	\$4,000.00	IMP	0.00	NM	2	\$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:		05/18/15	05/24/15	---T---			2		\$4,000.00	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	WSMV	05/18/15-05/24/15		Local News Special		Thursday 6:30-8p	---Th-----	1:00		\$4,000.00		0.00	NM			
2	WSMV	05/18/15-05/24/15		Local News Special		Thursday 6:30-8p	---Th-----	1:00		\$4,000.00		0.00	NM			
														<b>Totals</b>	<b>4</b>	<b>\$12,000.00</b>

WSMV (NBC) 4 - NASHVILLE  
 BILL FREEMAN FOR MAYOR  
 5.21.15

THU

PROGRAM	DAYPART	COST/SPOT	5/21	LENGTH	SPOTS	TOTAL COST
LOCAL NEWS SPECIAL	6:30P-8:00P	\$2,000	2	:30	2	\$4,000.00
LOCAL NEWS SPECIAL	6:30P-8:00P	\$4,000	2	:60	2	\$8,000.00
<b>GROSS</b>			<b>4</b>		<b>8</b>	<b>\$12,000.00</b>

## 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> WSMV-TV	<b>Date:</b>
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I, Kati Bumgardner  
 being/on behalf of: William H. Freeman, Jr.  
 a legally qualified candidate of the Democratic  
 political party for the office of: Nashville Mayor  
 in the Primary  
 election to be held on: August 6, 2015

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Freeman for Mayor, 1701 West End Avenue, Suite 3, Nashville, TN 37203

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:

Brenda Gilmore

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*

3/17/2015

Date

Kate Pungardner

Signature

*To Be Signed By Station Representative*

☐ Accepted

☐ Accepted in Part

☐ Rejected

Pat Scott

Signature

PAUL SCOTT

Printed Name

GSN

Title