

ORDER

WSMV

Orders
Order / Rev: 652109
Alt Order #:
Product Desc: 13-Freeman For Mayor
Estimate: 14-Freeman TV 30s 4.21-4.27
Flight Dates: 04/21/15 - 04/27/15
Original Date / Rev: 04/20/15 / 04/20/15
Order Type: GENERAL

Primary AE: House-WSMV Local
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: SPP
Revenue Codes: POL, PLC, POL LPL

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
03/30/15	04/26/15	31	\$21,725.00	\$18,466.25
04/27/15	04/27/15	6	\$3,850.00	\$3,272.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2015	31	\$21,725.00	\$18,466.25	0.00
May 2015	6	\$3,850.00	\$3,272.50	0.00
Totals	37	\$25,575.00	\$21,738.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House-WSMV Local			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	04/21/15	04/23/15	M-F News 4 Today @ 6 CM		558am-658am	-T-T---	:30	2	\$425.00	SPP	0.00	NM	2	\$850.00
				Ch. 4 News Today 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/15	04/26/15	-T-T---		2				\$425.00		0.00			
N 2	WSMV	04/22/15	04/27/15	Today Show 1	CM	658-9AM	M-W-F--	:30	2	\$325.00	SPP	0.00	NM	3	\$975.00
				Today Show 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/15	04/26/15	--W-F--		2				\$325.00		0.00			
		Week: 04/27/15	05/03/15	M-----		1				\$325.00		0.00			
N 3	WSMV	04/21/15	04/23/15	Today Show 2	CM	9-10am	-T-T---	:30	2	\$250.00	SPP	0.00	NM	2	\$500.00
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/15	04/26/15	-T-T---		2				\$250.00		0.00			
N 4	WSMV	04/22/15	04/22/15	Today Show 3 10-11am	CM	10-11am	--W----	:30	1	\$125.00	SPP	0.00	NM	1	\$125.00
				M-F Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/15	04/26/15	--W----		1				\$125.00		0.00			
N 5	WSMV	04/21/15	04/27/15	News & More at Midday	CM	12pm-1pm	MT-T---	:30	2	\$125.00	SPP	0.00	NM	3	\$375.00
				News and More at Midday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/15	04/26/15	-T-T---		2				\$125.00		0.00			
		Week: 04/27/15	05/03/15	M-----		1				\$125.00		0.00			
N 6	WSMV	04/22/15	04/24/15		CM	258-4pm	--W-F--	:30	2	\$225.00	SPP	0.00	NM	2	\$450.00

Order / Rev: 652109
 Alt Order #:
 Flight Dates: 04/21/15 - 04/27/15

Advertiser: Bill Freeman For Mayor
 Product Desc: 13-Freeman For Mayor
 Estimate: 14-Freeman TV 30s 4.21-4.27
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4pm DOCTOR OZ (4:00 PM-4:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	--W-F--		2			\$225.00	0.00					
N 7	WSMV	04/21/15	04/27/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm (4:30 PM-5:00 PM)		4-5pm	MT-T---	:30	2	\$250.00	SPP	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	-T-T---		2			\$250.00	0.00					
Week: 04/27/15		04/27/15	05/03/15	M-----		1			\$250.00	0.00					
N 8	WSMV	04/22/15	04/24/15	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	--W-F--	:30	2	\$400.00	SPP	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	--W-F--		2			\$400.00	0.00					
N 9	WSMV	04/21/15	04/27/15	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	MT-T---	:30	2	\$550.00	SPP	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	-T-T---		2			\$550.00	0.00					
Week: 04/27/15		04/27/15	05/03/15	M-----		1			\$550.00	0.00					
N 10	WSMV	04/22/15	04/24/15	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	--W-F--	:30	2	\$450.00	SPP	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	--W-F--		2			\$450.00	0.00					
N 11	WSMV	04/27/15	04/27/15	M 9-10pm Night Shift	CM	9-10pm	M-----	:30	1	\$1,400.00	SPP	0.00	NM	1	\$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: 04/27/15		04/27/15	05/03/15	M-----		1			\$1,400.00	0.00					
N 12	WSMV	04/21/15	04/21/15	The Voice TU The Voice TU	CM	Voice Tu 7-8p (7:00 PM-8:00 PM)	-T-----	:30	1	\$3,800.00	SPP	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	-T-----		1			\$3,800.00	0.00					
N 13	WSMV	04/21/15	04/21/15	T 9-10pm Chicago Fire	CM	9-10pm	-T-----	:30	1	\$2,200.00	SPP	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: 04/20/15		04/20/15	04/26/15	-T-----		1			\$2,200.00	0.00					
N 14	WSMV	04/22/15	04/22/15	W 7-8pm Mysteries of Laura	CM	658-8pm	--W----	:30	1	\$1,000.00	SPP	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	--W----		1			\$1,000.00	0.00					
N 15	WSMV	04/23/15	04/23/15	Th 8-9pm Blacklist	CM	758-9pm	---T---	:30	1	\$3,000.00	SPP	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	---T---		1			\$3,000.00	0.00					
N 16	WSMV	04/21/15	04/27/15	M-F Late News M-F 10P NEWS	CM	10P-1035P	MTW-F--	:30	3	\$1,200.00	SPP	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: 04/20/15		04/20/15	04/26/15	-TW-F--		3			\$1,200.00	0.00					
Week: 04/27/15		04/27/15	05/03/15	M-----		1			\$1,200.00	0.00					
N 17	WSMV	04/25/15	04/25/15	SA Today Show 7-9a Sat Today Show	CM	Sat 7a-830a or 7a-	-----S-	:30	1	\$350.00	SPP	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	-----S-		1			\$350.00	0.00					
N 18	WSMV	04/25/15	04/25/15	SA Channel 4 Weekend@M Ch. 4 News at 6 Saturday		558-630pm	-----S-	:30	1	\$450.00	SPP	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	-----S-		1			\$450.00	0.00					
N 19	WSMV	04/26/15	04/26/15	SU Today Sh 7-8a or 7-9a SU Today Sh 7-8a or 7-9a	CM	SU 7a-8a or 7a-9a (7:00 AM-8:00 AM)	-----S	:30	1	\$350.00	SPP	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 04/20/15		04/20/15	04/26/15	-----S		1			\$350.00	0.00					

Advertiser:	Bill Freeman For Mayor
Product Desc:	13-Freeman For Mayor
Estimate:	14-Freeman TV 30s 4.21-4.27

Alt Order #:

Flight Dates: 04/21/15 - 04/27/15

Estimate: 14-Freeman TV 30s 4.21-4.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 20	WSMV	04/26/15	04/26/15	Meet the Press Sun 9-10a		Sun 9-10a	-----S	:30	1	\$400.00	SPP	0.00	NM	1	\$400.00
				Meet the Press Sun 9-10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/20/15	04/26/15	-----S		1				\$400.00		0.00			
N 21	WSMV	04/26/15	04/26/15	SU Channel 4 Weekend@M		5-530pm	-----S	:30	1	\$450.00	SPP	0.00	NM	1	\$450.00
				Ch. 4 News at 5 Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/20/15	04/26/15	-----S		1				\$450.00		0.00			
													Totals	37	\$25,575.00

#652104

New Order

Agency: Fletcher Rowley, Inc.
Office: Nashville
Client: 4 - Bill Freeman for Mayor
Product: 13 - Freeman for Mayor
Piggyback Product:
Estimate: 14 - Freeman TV 30s 4.21-4.27

Station: WSMV-TV
Order Type: Normal
Cancel Date:

Flight Start: 04/21/2015
Flight End: 04/27/2015
Hiatus:

Received in ePort: 4/20/2015 11:30:22 AM

Airtime Dollars: \$25,575.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$25,575.00
Total Spots: 37

Local/National: Local
Rep Office: WSMV-TV
AE: Paul Scott
Phone: 4045213
OrderID: Pending Review
Status:

MarketShare:

Comments: Separation: 30

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Days of Week							Totals		
						TU	W	TH	F	SA	SU	M	Spots	Rtg	CPP
1	TuWThFM 6A-7A Channel 4 News 6AM	EM	\$425.00	C	30	1	0	1	0	0	0	0	2	5.20	\$81.73
2	TuWThFM 7A-9A The Today Show	EM	\$325.00	C	30	0	1	0	1	0	0	1	3	4.30	\$75.58
3	TuWThFM 9A-10A The Today Show II	DT	\$250.00	C	30	1	0	1	0	0	0	0	2	2.80	\$89.29
4	TuWThFM 10A-11A The Today Show III	DT	\$125.00	C	30	0	1	0	0	0	0	0	1	1.20	\$104.17
5	TuWThFM 12P-1P News/More at Midday	DT	\$125.00	C	30	1	0	1	0	0	0	1	3	2.40	\$52.08
6	TuWThFM 4P-4:30P Channel 4 News 4PM	EF	\$225.00	C	30	0	1	0	1	0	0	0	2	3.60	\$62.50
7	TuWThFM 4:30P-5P Channel 4 News 4:30PM	EF	\$250.00	C	30	1	0	1	0	0	0	1	3	4.00	\$62.50
8	TuWThFM 5P-5:30P Channel 4 News 5PM	EN	\$400.00	C	30	0	1	0	1	0	0	0	2	6.00	\$66.67
9	TuWThFM 6P-6:30P Channel 4 News 6PM	EN	\$550.00	C	30	1	0	1	0	0	0	1	3	7.70	\$71.43
10	TuWThFM 6:30P-7P Channel 4 News 6:30PM	PA	\$450.00	C	30	0	1	0	1	0	0	0	2	5.90	\$76.27
11	M 9P-10P Night Shift	PT	\$1,400.00	C	30	0	0	0	0	0	0	1	1	5.00	\$280.00
12	Tu 7P-8P The Voice Results	PT	\$3,800.00	C	30	1	0	0	0	0	0	0	1	7.60	\$500.00

New Order (Page 2)

Agency: Fletcher Rowley, Inc. **Station:** WSMV-TV **Order ID:** 4045213
Client: 4 - Bill Freeman for Mayor **Product:** 13 - Freeman for Mayor **Estimate:** 14 - Freeman TV 30s 4.21-4.27
Flight Start: 04/21/2015 **Flight End:** 04/27/2015 **Received in ePort:** 4/20/2015 11:30:22 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Tu 4/21	W 4/22	Th 4/23	F 4/24	Sa 4/25	Su 4/26	Mon 4/27	Total Spots	Rtg	CPP	Imp	CPM
13	Tu 9P-10P Chicago Fire	PT	\$2,200.00	C	30	1	0	0	0	0	0	0	1	7.20	\$305.56		
14	W 7P-8P The Mysteries of Laura	PT	\$1,000.00	C	30	0	1	0	0	0	0	0	1	6.00	\$166.67		
15	Th 8P-9P The Blacklist	PT	\$3,000.00	C	30	0	0	1	0	0	0	0	1	9.00	\$333.33		
16	TuWThFM 10P-10:35P Channel 4 News 10PM	LN	\$1,200.00	C	30	1	1	0	1	0	0	1	4	7.40	\$162.16		
17	Sa 7A-9A Saturday Today Show	WK	\$350.00	C	30	0	0	0	0	1	0	0	1	3.80	\$92.11		
18	Sa 6P-6:30P Channel 4 News Sat	WK	\$450.00	C	30	0	0	0	0	1	0	0	1	7.40	\$60.81		
19	Su 7A-8A Sunday Today Show	WK	\$350.00	C	30	0	0	0	0	0	1	0	1	3.80	\$92.11		
20	Su 9A-10A Meet the Press	WK	\$400.00	C	30	0	0	0	0	0	1	0	1	2.20	\$181.82		
21	Su 5P-5:30P Channel 4 News Sun	WK	\$450.00	C	30	0	0	0	0	0	1	0	1	8.40	\$53.57		
Total Spots:						8	7	6	5	2	3	6					
Total GRP:						44.3	34.4	31.1	27.2	11.2	14.4	30.8					
Cash\$ - Spots:						\$25,575.00 - 37	Spots: \$0.00 - 0			Total Cost: \$25,575.00			Total GRP - CPP: 193.4 - \$132.24		Total GIMP(000) - CPM: 0 - \$0.00		

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:

WSMV

Date: 4/20/2015

I, Kati Bumgardner

being/on behalf of: William H. Freeman, JR.

a legally qualified candidate of the Democratic

political party for the office of: Mayor of Nashville, TN

In the Primary

election to be held on: August 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE	AT	TA	CH	E	D

Attach proposed schedule with charges (if available)

25,575.00

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

Freeman for Mayor

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

4/20/2015

Date

Kathryn Bussardner

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

RL Smith

Signature

PAUL SCOTT

Printed Name

GSN

Title