

ORDER



WSMV

Orders

Order / Rev: 657090

Alt Order #:

Product Desc: 13-Freeman For Mayor

Estimate: 36-Freeman TV 30s 5.22-5.28

Flight Dates: 05/22/15 - 05/28/15

Original Date / Rev: 05/20/15 / 05/22/15

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: IMP

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
04/27/15	05/28/15	27	\$12,740.00	\$10,829.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2015	27	\$12,740.00	\$10,829.00	0.00
Totals	27	\$12,740.00	\$10,829.00	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	05/22/15	05/27/15	M-F News 4 Today @ 6 CM		558am-658am	--W-F--	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
				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: 05/18/15	05/24/15	----F--		1				\$500.00		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	M-F News 4 Today @ 6		558am-658am	-----F-----	:30		(\$500.00)		0.00	NM		
			See MG 18.2, 18.3 [LATE ORDER-]												
		Week: 05/25/15	05/31/15	--W----		1				\$500.00		0.00			
N 2	WSMV	05/26/15	05/28/15	Today Show 1	CM	658-9AM	-T-T---	:30	2	\$380.00	IMP	0.00	NM	2	\$760.00
				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: 05/25/15	05/31/15	-T-T---		2				\$380.00		0.00			
N 3	WSMV	05/26/15	05/28/15	Today Show 2	CM	9-10am	-TWT---	:30	3	\$300.00	IMP	0.00	NM	3	\$900.00
				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: 05/25/15	05/31/15	-TWT---		3				\$300.00		0.00			
N 4	WSMV	05/26/15	05/28/15	Today Show 3 10-11am	CM	10-11am	-T-T---	:30	2	\$220.00	IMP	0.00	NM	2	\$440.00
				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: 05/25/15	05/31/15	-T-T---		2				\$220.00		0.00			
N 5	WSMV	05/27/15	05/27/15	Better Syndication 11a	CM	11am-12pm	--W----	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
				M-F Syn Better 11am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	--W----		1				\$150.00		0.00			

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 Alt Order #:
 Flight Dates: 05/22/15 - 05/28/15

Advertiser: Bill Freeman For Mayor
 Product Desc: 13-Freeman For Mayor WSMV
 Estimate: 36-Freeman TV 30s 5.22-5.28

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WSMV	05/27/15	05/27/15	Better Syndication 11a M-F Syn Better 11am	CM	11am-12pm	--W----	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
N 6	WSMV	05/26/15	05/28/15	News & More at Midday News and More at Midday	CM	12pm-1pm	-TWT---	:30	3	\$190.00	IMP	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	-TWT---		3				\$190.00		0.00			
N 7	WSMV	05/26/15	05/28/15	M-F 2-3pm Meredith Viera	CM	2-3PM	-T-T---	:30	2	\$200.00	IMP	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	-T-T---		2				\$200.00		0.00			
N 8	WSMV	05/27/15	05/27/15	M-F 3-4pm DOCTOR OZ	CM	258-4pm	--W----	:30	1	\$150.00	IMP	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: 05/25/15	05/31/15	--W----		1				\$150.00		0.00			
N 9	WSMV	05/26/15	05/26/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	4-5pm (4:00 PM-4:30 PM)	-T-----	:30	1	\$260.00	IMP	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: 05/25/15	05/31/15	-T-----		1				\$260.00		0.00			
N 10	WSMV	05/27/15	05/27/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	4-5pm (4:30 PM-5:00 PM)	--W----	:30	1	\$260.00	IMP	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: 05/25/15	05/31/15	--W----		1				\$260.00		0.00			
N 11	WSMV	05/28/15	05/28/15	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	---T---	:30	1	\$360.00	IMP	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	---T---		1				\$360.00		0.00			
N 12	WSMV	05/26/15	05/26/15	M-F 6-630pm CH. 4 NEWS @ 6	CM	6-630pm	-T-----	:30	1	\$650.00	IMP	0.00	NM	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: 05/25/15	05/31/15	-T-----		1				\$650.00		0.00			
N 13	WSMV	05/27/15	05/27/15	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	--W----	:30	1	\$600.00	IMP	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: 05/25/15	05/31/15	--W----		1				\$600.00		0.00			
N 14	WSMV	05/26/15	05/26/15	Amer Got Talent 1st TUE AGT 1st Run TUE	CM	AGT Tu 7-10p (7:00 PM-9:00 PM)	-T-----	:30	1	\$2,400.00	IMP	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	-T-----		1				\$2,400.00		0.00			
N 15	WSMV	05/26/15	05/26/15	T 9-10pm I Can Do That	CM	9-10pm	-T-----	:30	1	\$1,400.00	IMP	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: 05/25/15	05/31/15	-T-----		1				\$1,400.00		0.00			
N 16	WSMV	05/25/15	05/28/15	M-F Late News M-F 10P NEWS	CM	10P-1035P	M--T---	:30	2	\$1,000.00	IMP	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/25/15	05/31/15	M--T---		2				\$1,000.00		0.00			
N 17	WSMV	05/23/15	05/23/15	SA Today Show 7-9a Sat Today Show	CM	Sat 7a-830a or 7a-	-----S-	:30	1	\$260.00	IMP	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: 05/18/15	05/24/15	-----S-		1				\$260.00		0.00			
N 18	WSMV	05/24/15	05/24/15	Meet the Press Sun 9-10a Meet the Press Sun 9-10am	CM	Sun 9-10a	-----S	:30	1	\$180.00	IMP	0.00	NM	2	\$680.00
		<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	-----S		1				\$180.00		0.00			

Order / Rev: 657090
Alt Order #:
Flight Dates: 05/22/15 - 05/28/15

Advertiser: Bill Freeman For Mayor
Product Desc: 13-Freeman For Mayor WSMV
Estimate: 36-Freeman TV 30s 5.22-5.28

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WSMV	05/24/15	05/24/15	Meet the Press Sun 9-10am	CM	Sun 9-10a	-----S	:30	1	\$180.00	IMP	0.00	NM	2	\$680.00
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: 05/18/15		05/18/15	05/24/15	-----S	1		\$180.00		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		Meet the Press Sun 9-10am	Sun 9-10a		-----Su	:30	(\$180.00)	0.00	NM				
See MG 18.2,18.3															
[PROG- PROGRAM CHANGE - soccer]															
2	WSMV	05/27/15-05/28/15		M-F News 4 Today @ 5	M-F 5a-6a		--wTh-----	:30	\$340.00	0.00	NM				
Ⓜ MG for 1.1,18.1															
3	WSMV	05/27/15-05/28/15		M-F News 4 Today @ 5	M-F 5a-6a		--wTh-----	:30	\$340.00	0.00	NM				
Ⓜ MG for 1.1,18.1															
													Totals	27	\$12,740.00

#657096

New Order

Agency: Fletcher Rowley, Inc. Station: WSMV-TV
 Office: Nashville Order Type: Normal
 Client: 4 - Bill Freeman for Mayor
 Product: 13 - Freeman for Mayor
 Piggyback Product:
 Estimate: 36 - Freeman TV 5.22-5.28

Flight Start: 05/22/2015
 Flight End: 05/28/2015
 Hiatus:

Received in ePort: 5/20/2015 8:54:42 AM

Primary Demo:

Demo 2: Local
 Demo 3: WSMV-TV
 GRP: 0.00
 CPP: \$0.00
 GIMP: 0
 CPM: \$0.00

Airtime Dollars: \$12,740.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$12,740.00
 Total Spots: 27

Rep Office: Local
 AE: Paul Scott
 Phone: 4109769
 OrderID: Pending Review
 Status:

MarketShare:

Comments: Separation: 30

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	F 5/22	S 5/23	SA 5/24	M 5/25	TU 5/26	W 5/27	Th 5/28	Total Spots	Rtg	CPP	Imp	CPM
1	FMTuWTh 6A-7A Channel 4 News 6AM	EM	\$500.00	C	30	1	0	0	0	0	1	0	2				
2	FMTuWTh 7A-9A The Today Show	EM	\$380.00	C	30	0	0	0	0	1	0	1	2				
3	FMTuWTh 9A-10A The Today Show II	DT	\$300.00	C	30	0	0	0	0	1	1	1	3				
4	FMTuWTh 10A-11A The Today Show III	DT	\$220.00	C	30	0	0	0	0	1	0	1	2				
5	FMTuWTh 11A-12P Better Nashville	DT	\$150.00	C	30	0	0	0	0	0	1	0	1				
6	FMTuWTh 12P-1P News/More at Midday	DT	\$190.00	C	30	0	0	0	0	1	1	1	3				
7	FMTuWTh 2P-3P Meredith Vieira	DT	\$200.00	C	30	0	0	0	0	1	0	1	2				
8	FMTuWTh 3P-4P Dr. Oz	DT	\$150.00	C	30	0	0	0	0	0	1	0	1				
9	FMTuWTh 4P-4:30P Channel 4 News 4PM	EF	\$260.00	C	30	0	0	0	0	1	0	0	1				
10	FMTuWTh 4:30P-5P Channel 4 News 4:30PM	EF	\$260.00	C	30	0	0	0	0	0	1	0	1				
11	FMTuWTh 5P-5:30P Channel 4 News 5PM	EN	\$360.00	C	30	0	0	0	0	0	0	1	1				
12	FMTuWTh 6P-6:30P Channel 4 News 6PM	EN	\$650.00	C	30	0	0	0	0	1	0	0	1				

New Order (Page 2)

Agency: Fletcher Rowley, Inc.

Client: 4 ~ Bill Freeman for Mayor

Station:

Product: 13 - Freeman for Mayor

WSMV-TV

13 - Freeman for Mayor

Order ID:

Estimate:

4109769

36 - Freeman TV 5.22-5.28

Received in ePort:

5/20/2015 8:54:42 AM

[illegible]

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-TV	Date: 5/21/15
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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 Pungarduen

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Paul Scott

Signature

Paul Scott

Printed Name

GSM

Title