

ORDER



WSMV

Orders
Order / Rev: 657167
Alt Order #:
Product Desc: 13-Freeman For Mayor
Estimate: 37-Freeman TV 30s 5.29-5.31
Flight Dates: 05/29/15 - 05/31/15
Original Date / Rev: 05/20/15 / 05/20/15
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: 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	05/31/15	8	\$3,520.00	\$2,992.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2015	8	\$3,520.00	\$2,992.00	0.00
Totals	8	\$3,520.00	\$2,992.00	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	05/29/15	05/29/15	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am	CM	558am-658am	----F--	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
		<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	----F--		1		\$500.00		0.00					
N 2	WSMV	05/29/15	05/29/15	Today Show 1 Today Show 7-9am	CM	658-9AM	----F--	:30	1	\$300.00	IMP	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: 05/25/15	05/31/15	----F--		1		\$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	WSMV	05/25/15-05/31/15	Today Show 1		658-9AM		-----F-----		:30	(\$300.00)	0.00	NM		
		Credited													
N 3	WSMV	05/29/15	05/29/15	Today Show 3 10-11am CM M-F Today Show 3	CM	10-11am	----F--	:30	1	\$220.00	IMP	0.00	NM	1	\$220.00
		<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	----F--		1		\$220.00		0.00					
N 4	WSMV	05/29/15	05/29/15	Better Syndication 11a CM M-F Syn Better 11am	CM	11am-12pm	----F--	: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	----F--		1		\$150.00		0.00					
N 5	WSMV	05/29/15	05/29/15	M-F 3-4pm DOCTOR OZ	CM	258-4pm	----F--	: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	----F--		1		\$150.00		0.00					
N 6	WSMV	05/29/15	05/29/15		CM	5-530pm	----F--	:30	1	\$360.00	IMP	0.00	NM	1	\$360.00

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 Alt Order #:
 Flight Dates: 05/29/15 - 05/31/15

Advertiser: Bill Freeman For Mayor
 Product Desc: 13-Freeman For Mayor WSMV
 Estimate: 37-Freeman TV 30s 5.29-5.31

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Channel 4 News @ 5															
Ch. 4 News at 5															
		<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	----F--			1			\$360.00			0.00		
N 7	WSMV	05/29/15	05/29/15	Dateline	CM	Dateline Fri 8-10p	----F--	:30	1	\$1,700.00	IMP	0.00	NM	1	\$1,700.00
				Dateline	(8:00 PM-10:00 PM)										
		<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	----F--			1			\$1,700.00			0.00		
N 8	WSMV	05/30/15	05/30/15	SA Today Show 7-9a	CM	Sat 7a-830a or 7a	-----S-	:30	1	\$260.00	IMP	0.00	NM	1	\$260.00
				Sat Today Show											
		<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	-----S-			1			\$260.00			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	05/25/15-05/31/15		SA Today Show 7-9a	Sat 7a-830a or 7a		-----Sa--	:30	\$260.00		0.00	NM			
N 9	WSMV	05/31/15	05/31/15	Meet the Press Sun 9-10am	CM	Sun 9-10a	-----S	:30	1	\$180.00	IMP	0.00	NM	1	\$180.00
				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:		05/25/15	05/31/15	-----S			1			\$180.00			0.00		
													Totals	8	\$3,520.00

#657167

New Order

Agency: Fletcher Rowley, Inc.
 Office: Nashville
 Client: 4 - Bill Freeman for Mayor
 Product: 13 - Freeman for Mayor
 Piggyback Product:
 Estimate: 37 - Freeman TV 5.29-5.31
 Primary Demo:
 Demo 2:
 Demo 3:
 GRP: 0.00
 CPP: \$0.00
 GIMP: 0
 CPM: \$0.00
 Comments: Separation: 30

Station: WSMV-TV
 Order Type: Normal
 Cancel Date:
 Received in ePort: 5/20/2015 8:54:42 AM

Flight Start: 05/29/2015
 Flight End: 05/31/2015
 Hiatus:

Airtime Dollars: \$3,820.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$3,820.00
 Total Spots: 9

Local/National: Local
 Rep Office: WSMV-TV
 AE: Paul Scott
 Phone:
 OrderID: 4109776
 Status: New

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Total Spots	Rtg	CPP	Imp	CPM
1	FMTuWTh 6A-7A Channel 4 News 6AM	EM	\$500.00	C	30	1				
2	FMTuWTh 9A-10A The Today Show II	DT	\$300.00	C	30	1				
3	FMTuWTh 10A-11A The Today Show III	DT	\$220.00	C	30	1				
4	FMTuWTh 11A-12P Better Nashville	DT	\$150.00	C	30	1				
5	FMTuWTh 3P-4P Dr. Oz	DT	\$150.00	C	30	1				
6	FMTuWTh 5P-5:30P Channel 4 News 5PM	EN	\$360.00	C	30	1				
7	F 8P-10P Dateline	PT	\$1,700.00	C	30	1				
8	Sa 7A-9A Saturday Today Show	WK	\$260.00	C	30	0				
9	Su 9A-10A Meet the Press	WK	\$180.00	C	30	0				
Total Spots:						7	1	1	1	

Cash\$ - Spots: \$3,820.00 - 9 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$3,820.00 Total GRP - CPP: 0.0 - \$0.00 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-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
<i>See Schedule</i>					

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

RL Sch

Signature

Paul Scott

Printed Name

GSA

Title