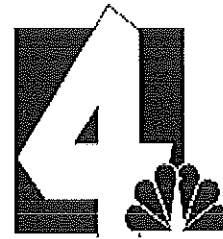


# ORDER



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
<b>Totals</b>	<b>8</b>	<b>\$3,520.00</b>	<b>\$2,992.00</b>	<b>0.00</b>

**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		558am-658am	----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: 05/25/15	05/31/15	----F--		1				\$500.00		0.00			
N 2	WSMV	05/29/15	05/29/15	Today Show 1	CM	658-9AM	----F--	:30	1	\$300.00	IMP	0.00	NM	0	\$0.00
				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	----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		10-11am	----F--	:30	1	\$220.00	IMP	0.00	NM	1	\$220.00
				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	----F--		1				\$220.00		0.00			
N 4	WSMV	05/29/15	05/29/15	Better Syndication 11a CM		11am-12pm	----F--	: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	----F--		1				\$150.00		0.00			
N 5	WSMV	05/29/15	05/29/15	M-F 3-4pm	CM	258-4pm	----F--	:30	1	\$150.00	IMP	0.00	NM	1	\$150.00
				DOCTOR OZ											
		<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

Order / Rev: 657167  
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

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

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

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

## Primary Demo:

Demo 2:  
Demo 3:  
GRP: 0.00  
CPP: \$0.00  
GIMP: 0  
CPM: \$0.00  
Comments: Separation: 30

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

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

MarketShare:

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	F 5/29	SA 5/30	SU 5/31	Total Spots	Rtg	CPP	Imp	CPM
1	FMTuWTh 6A-7A Channel 4 News 6AM	EM	\$500.00	C	30	1	0	0	1				
2	FMTuWTh 9A-10A The Today Show II	DT	\$300.00	C	30	1	0	0	1				
3	FMTuWTh 10A-11A The Today Show III	DT	\$220.00	C	30	1	0	0	1				
4	FMTuWTh 11A-12P Better Nashville	DT	\$150.00	C	30	1	0	0	1				
5	FMTuWTh 3P-4P Dr. Oz	DT	\$150.00	C	30	1	0	0	1				
6	FMTuWTh 5P-5:30P Channel 4 News 5PM	EN	\$360.00	C	30	1	0	0	1				
7	F 8P-10P Dateline	PT	\$1,700.00	C	30	1	0	0	1				
8	Sa 7A-9A Saturday Today Show	WK	\$260.00	C	30	0	1	0	1				
9	Su 9A-10A Meet the Press	WK	\$180.00	C	30	0	0	1	1				
Total Spots: 7 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

<b>Station and Location:</b> WSMV-TV	<b>Date:</b> 5/21/15
---	-------------------------

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 Brungardner

Signature

*To Be Signed By Station Representative*

☐ Accepted

☐ Accepted in Part

☐ Rejected

RL Sch

Signature

Paul Scott

Printed Name

GSA

Title