

# ORDER



WSMV

**Orders**  
**Order / Rev:** 658564  
**Alt Order #:**  
**Product Desc:** 13-Freeman For Mayor  
**Estimate:** 45-Freeman TV 30s 6.8-6.10  
**Flight Dates:** 06/08/15 - 06/14/15  
**Original Date / Rev:** 05/29/15 / 05/29/15  
**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
06/01/15	06/10/15	18	\$10,650.00	\$9,052.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2015	18	\$10,650.00	\$9,052.50	0.00
<b>Totals</b>	<b>18</b>	<b>\$10,650.00</b>	<b>\$9,052.50</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	06/08/15	06/14/15	M-F News 4 Today @ 6 CM Ch. 4 News Today 6-7am		558am-658am	M-W----	:30	2	\$500.00	IMP	0.00	NM	2	\$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: 06/08/15	06/14/15	M-W----					2	\$500.00		0.00			
N 2	WSMV	06/09/15	06/09/15	Today Show 1 Today Show 7-9am	CM	658-9AM	-T-----	:30	1	\$320.00	IMP	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	-T-----					1	\$320.00		0.00			
N 3	WSMV	06/08/15	06/14/15	Today Show 2 TODAY SHOW 2	CM	9-10am	M-W----	:30	2	\$300.00	IMP	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	M-W----					2	\$300.00		0.00			
N 4	WSMV	06/08/15	06/14/15	News & More at Midday CM News and More at Midday		12pm-1pm	M-W----	:30	2	\$190.00	IMP	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	M-W----					2	\$190.00		0.00			
N 5	WSMV	06/09/15	06/09/15	M-F 2-3pm Meredith Viera	CM	2-3PM	-T-----	:30	1	\$200.00	IMP	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	-T-----					1	\$200.00		0.00			
N 6	WSMV	06/08/15	06/14/15	M-F 3-4pm DOCTOR OZ	CM	258-4pm	M-W----	:30	2	\$150.00	IMP	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	M-W----					2	\$150.00		0.00			

Order / Rev: 658564  
 Alt Order #:  
 Flight Dates: 06/08/15 - 06/14/15

Advertiser: Bill Freeman For Mayor  
 Product Desc: 13-Freeman For Mayor  
 Estimate: 45-Freeman TV 30s 6.8-6.10  
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WSMV	06/09/15	06/09/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm		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: 06/08/15	06/14/15	-T-----		1				\$260.00		0.00			
N 8	WSMV	06/08/15	06/14/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm		4-5pm (4:30 PM-5:00 PM)	M-W----	:30	2	\$260.00	IMP	0.00	NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	M-W----		2				\$260.00		0.00			
N 9	WSMV	06/09/15	06/09/15	M-F Channel 4 News @ 5M Ch. 4 News at 5		5-530pm	-T-----	:30	1	\$170.00	IMP	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	-T-----		1				\$170.00		0.00			
N 10	WSMV	06/08/15	06/08/15	Monday 2 Hour Special CM American Ninja		7-9p (7:00 PM-9:00 PM)	M-----	:30	1	\$2,300.00	IMP	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	M-----		1				\$2,300.00		0.00			
N 11	WSMV	06/09/15	06/09/15	Amer Got Talent 1st TUEM AGT 1st Run TUE		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: 06/08/15	06/14/15	-T-----		1				\$2,400.00		0.00			
N 12	WSMV	06/09/15	06/09/15	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: 06/08/15	06/14/15	-T-----		1				\$1,400.00		0.00			
N 13	WSMV	06/09/15	06/09/15	M-F Late News M-F 10P NEWS	CM	10P-1035P	-T-----	:30	1	\$800.00	IMP	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/08/15	06/14/15	-T-----		1				\$800.00		0.00			
													Totals	18	\$10,650.00

#658564

# New Order

Agency: Fletcher Rowley, Inc.  
 Office: Nashville  
 Client: 4 - Bill Freeman for Mayor  
 Product: 13 - Freeman for Mayor  
 Piggyback Product:  
 Estimate: 45 - Freeman TV 6.8-6.10

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

Flight Start: 06/08/2015  
 Flight End: 06/14/2015  
 Hiatus:

Received in ePort: 5/28/2015 5:27:31 PM

## 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: 4127592  
 Status: Pending Review

Airtime Dollars: \$10,650.00  
 Interactive Dollars: \$0.00  
 Non-Airtime Dollars: \$0.00  
 Total Dollars: \$10,650.00  
 Total Spots: 18

MarketShare:

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	M 6/8	TU 6/9	W 6/10	TH 6/11	F 6/12	SA 6/13	SU 6/14	Total Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 6A-7A Channel 4 News 6AM	EM	\$500.00	C	30	1	0	1	0	0	0	0	2				
2	MTuWThF 7A-9A The Today Show	EM	\$320.00	C	30	0	1	0	0	0	0	0	1				
3	MTuWThF 9A-10A The Today Show II	DT	\$300.00	C	30	1	0	1	0	0	0	0	2				
4	MTuWThF 12P-1P News/More at Midday	DT	\$190.00	C	30	1	0	1	0	0	0	0	2				
5	MTuWThF 2P-3P Meredith Viera	DT	\$200.00	C	30	0	1	0	0	0	0	0	1				
6	MTuWThF 3P-4P Dr. Oz	DT	\$150.00	C	30	1	0	1	0	0	0	0	2				
7	MTuWThF 4P-4:30P Channel 4 News 4PM	EF	\$260.00	C	30	0	1	0	0	0	0	0	1				
8	MTuWThF 4:30P-5P Channel 4 News 4:30PM	EF	\$260.00	C	30	1	0	1	0	0	0	0	2				
9	MTuWThF 5P-5:30P Channel 4 News 5PM	EN	\$170.00	C	30	0	1	0	0	0	0	0	1				
10	M 7P-9P American Ninja Warrior	PT	\$2,300.00	C	30	1	0	0	0	0	0	0	1				
11	Tu 7P-9P America's Got Talent	PT	\$2,400.00	C	30	0	1	0	0	0	0	0	1				
12	Tu 9P-10P I Can Do That	PT	\$1,400.00	C	30	0	1	0	0	0	0	0	1				

# New Order (Page 4)

<b>Agency:</b>	Fletcher Rowley, Inc.	<b>Station:</b>	WSMV-TV	<b>Order ID:</b>	4127592
<b>Client:</b>	4 - Bill Freeman for Mayor	<b>Product:</b>	13 - Freeman for Mayor	<b>Estimate:</b>	45 - Freeman TV 6.8-6.10
<b>Flight Start:</b>	06/08/2015	<b>Flight End:</b>	06/14/2015	<b>Received in ePort:</b>	5/28/2015 5:27:31 PM

Line	Daypart (Program)	DPT	Code	Rate	C/T	Len	6/8	6/9	6/10	6/11	6/12	6/13	6/14	Total Spots	Rtg	CPP	Imp	CPM						
13	MTuWThF 10P- 10:35P Channel 4 News 10PM		LN	\$800.00	C	30	0	1	0	0	0	0	0	1										
<b>Total Spots:</b>							6	7	5	0	0	0	0											
<b>Cash\$ - Spots:</b>							\$10,650.00 - 18		<b>Trade\$ - Spots:</b>		\$0.00 - 0		<b>Total Cost:</b>		\$10,650.00		<b>Total GRP - CPP:</b>		0.0 - \$0.00		<b>Total GIMP(000) - CPM:</b>		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
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 Brumgardner

Signature

*To Be Signed By Station Representative*

☐ Accepted

☐ Accepted in Part

☐ Rejected

Paul Sch  
Signature

Paul Sch  
Printed Name

GSA  
Title