



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 2653585

Schedule Dates	10/05/16-11/08/16	Date Entered	10/04/16
Advertiser	Trudy Wade for North Carolina Senate District 27	Last Modified	10/13/16
Agency	Innovative Advertising-Mandeville (13092)	Entered By	Beth Norvell
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	WADE16 October (867672)	Headline #	
Salesperson	Hewitt, Nakia (3731)	Demo	
Sales Office	WXLV/WMMV	Order Type	Normal
Buyer Name	Guerra, Heidi	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	1401	Commission	\$2,281.50
Account Types	Local/Political Candidate Agency BRD	Net Total	\$12,928.50
Billing Type	Standard	Sales Tax	
Comments	WXLV		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2016	31	\$12,140.00
Nov. 2016	9	\$3,070.00
Grand Total:	40	\$15,210.00

INCOMPLETE CONTRACT

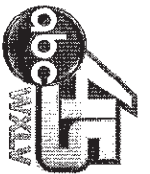
Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Prime	10/05/16-10/05/16	3	:30	10P- ABC-Designated Survivor (Wednesday)				1					1	\$700.00	\$700.00	Greensboro (WXLV)		10/4/16
2.0	Normal Line / SPOT	10/05/16-10/05/16	2	:30	7A- ABC-Good Morning America				2					2	\$120.00	\$240.00	Greensboro (WXLV)		10/4/16
3.0	Normal Line / SPOT	10/05/16-10/06/16	2	:30	7A- ABC-Good Morning America					2				2	\$120.00	\$240.00	Greensboro (WXLV)		10/4/16
4.0	Normal Line / SPOT	10/07/16-10/07/16	2	:30	7A- ABC-Good Morning America						1			1	\$120.00	\$120.00	Greensboro (WXLV)		10/4/16
5.0	Normal Line / Football	10/08/16-10/08/16	4	:30	12P- Sports-ABC College Football						1			1	\$750.00	\$750.00	Greensboro (WXLV)		10/7/16
6.0	Normal Line / Football	10/08/16-10/08/16	4	:30	3:30P- Sports-ABC College Football 2							1		1	\$650.00	\$650.00	Greensboro (WXLV)		10/7/16
7.0	Normal Line / Prime	10/10/16-10/10/16	3	:30	7:57P- ABC-Dancing With The Stars (Monday)									1	\$850.00	\$850.00	Greensboro (WXLV)		10/7/16
8.0	Normal Line / SPOT	10/10/16-10/12/16	2	:30	7A- ABC-Good Morning America				2	1	1			4	\$120.00	\$480.00	Greensboro (WXLV)		10/7/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		Alison Aldridge	10.14.16	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgn.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Contract # 2653585

Schedule Dates	10/05/16-11/08/16	Date Entered	10/04/16
Advertiser	Trudy Wade for North Carolina Senate District 27-1	Last Modified	10/13/16
Agency	Innovative Advertising-Mandeville (13092)	Entered By	Beth Norvell
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	WADE16 October (867672)	Headline #	
Salesperson	Hewitt, Nakia (3731)	Demo	
Sales Office	WXLV/WMVY	Order Type	Normal
Buyer Name	Guerra, Heidi	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	1401	Commission	\$2,281.50
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Billing Type	Standard	Sales Tax	
Comments	WXLV		

INCOMPLETE CONTRACT

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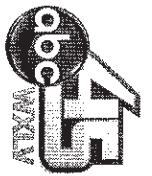
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / Prime	10/09/16-10/09/16	4	:30	9P- ABC News: Your Voice Your Vote: Presidential Debate								1	1	\$750.00	\$750.00	Greensboro (WXLV)		10/7/16
Est 9.0	Unapproved (NewL) on credit hold / Prime	10/17/16-10/17/16	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1							1	\$850.00	\$850.00	Greensboro (WXLV)		10/13/16
10.0	Normal Line / Prime	10/12/16-10/12/16	3	:30	10P- ABC-Designated Survivor (Wednesday)			1						1	\$700.00	\$700.00	Greensboro (WXLV)		10/7/16
11.0	Normal Line / Football	10/15/16-10/15/16	4	:30	12P- Sports-ABC College Football						1			1	\$750.00	\$750.00	Greensboro (WXLV)		10/7/16
12.0	Normal Line / Football	10/15/16-10/15/16	4	:30	3:30P- Sports-ABC College Football 2						1			1	\$650.00	\$650.00	Greensboro (WXLV)		10/7/16
Est 14.0	Unapproved (NewL) on credit hold / Prime	10/24/16-10/24/16	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1							1	\$850.00	\$850.00	Greensboro (WXLV)		10/13/16
Est 15.0	Unapproved (NewL) on credit hold / Prime	10/31/16-10/31/16	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)			1						1	\$850.00	\$850.00	Greensboro (WXLV)		10/13/16
Est 16.0	Unapproved (NewL) on credit hold / Prime	10/26/16-10/26/16	3	:30	10P- ABC-Designated Survivor (Wednesday)				1					1	\$700.00	\$700.00	Greensboro (WXLV)		10/13/16
Est 21.0	Unapproved (NewL) on credit hold / Football	10/22/16-10/22/16	4	:30	3:30P- Sports-ABC College Football 2						1			1	\$650.00	\$650.00	Greensboro (WXLV)		10/13/16

CONFIRMATION CONTRACT

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Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
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Product POLITICAL CANDIDATE (ns) (1186)
Brand WADE16 October (867672)
Salesperson Hewitt, Nakia (3731)
Sales Office WXLV/WMYV
Buyer Name Guerra, Heidi
Phone/Fax /
CPE 1401
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments WXLV

Date Entered 10/04/16
Last Modified 10/13/16
Entered By Beth Norvell
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,281.50
Net Total \$12,928.50
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Oct. 2016 31 \$12,140.00
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Grand Total: 40 \$15,210.00

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Est 22.0	Unapproved (New!) on credit hold / Football	10/29/16-10/29/16	4	:30	3:30P- Sports-ABC College Football 2							1		1	\$650.00	\$650.00	Greensboro (WXLV)		10/13/16
Est 23.0	Unapproved (New!) on credit hold / Football	11/05/16-11/05/16	4	:30	3:30P- Sports-ABC College Football 2							1		1	\$650.00	\$650.00	Greensboro (WXLV)		10/13/16
Est 25.0	Unapproved (New!) on credit hold / Page	11/07/16-11/07/16	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1							1	\$850.00	\$850.00	Greensboro (WXLV)		10/13/16
Est 27.0	Unapproved (New!) on credit hold / SPOT	10/17/16-10/20/16	2	:30	7A- ABC-Good Morning America		1	1	1	1				4	\$120.00	\$480.00	Greensboro (WXLV)		10/13/16
Est 28.0	Unapproved (New!) on credit hold / SPOT	10/24/16-10/27/16	2	:30	7A- ABC-Good Morning America		1	1	1	1				4	\$120.00	\$480.00	Greensboro (WXLV)		10/13/16
Est 29.0	Unapproved (New!) on credit hold / SPOT	10/31/16-11/04/16	2	:30	7A- ABC-Good Morning America		1	1		1	1			4	\$120.00	\$480.00	Greensboro (WXLV)		10/13/16
Est 30.0	Unapproved (New!) on credit hold / SPOT	11/07/16-11/08/16	2	:30	7A- ABC-Good Morning America									2	\$120.00	\$240.00	Greensboro (WXLV)		10/13/16
Est 32.0	Unapproved (New!) on credit hold / Prime	10/19/16-10/19/16	4	:30	9P- ABC News: Your Voice Debate				1					1	\$600.00	\$600.00	Greensboro (WXLV)		10/13/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

CONFIRMATION CONTRACT

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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:	Date: 10/3/16
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I, Heidi Guerra,
 being/on behalf of: Trudy Wade,
 a legally qualified candidate of the Republican
 political party for the office of: State Senate
 in the Primary
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available):

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

Friends of Trudy Wade

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:

Betty Wood

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

10/1/16

Date

Fleish-Guerra

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Allison Aldridge

Signature

Allison Aldridge

Printed Name

DS

Title