



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

Innovative Advertising-Mandeville  
4250 Hwy 22  
Mandeville, LA 70471

**Contract # 2653585**

Schedule Dates: 10/05/16-10/08/16  
Advertiser: Trudy Wade for North Carolina Senate District 27-  
Agency: Innovative Advertising-Mandeville (13092)  
Product: POLITICAL CANDIDATE (ns) (1186)  
Brand: WADE16 October (867672)  
Salesperson: Hewitt, Nakia (3731)  
Sales Office: WXLV/WMMV  
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:

By Broadcast Month	Spots	Rate
Oct. 2016	31	\$12,140.00
Nov. 2016	9	\$3,070.00
<b>Grand Total:</b>	<b>40</b>	<b>\$15,210.00</b>

**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	7-5:56P- ABC-Dancing With The Stars (Monday)				1					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: *Allison Abbidey* Date: *10-14-16*  
Comments:

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



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 Agency: Innovative Advertising-Mandeville (13092)  
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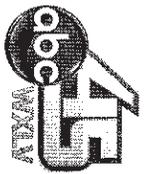
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9.0	Normal Line / Prime	10/09/16-10/09/16	4	:30	9P- ABC News: Your Voice Your Vote: Presidential Debate	1							1	1	\$750.00	\$750.00	Greensboro (WXLV)		10/7/16
Est 9.0	Unapproved (NewL) on credit hold / Prime	10/17/16-10/17/16	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)	1							1	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	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	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	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	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	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	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	1	\$650.00	\$650.00	Greensboro (WXLV)		10/13/16

**CONFIRMATION CONTRACT**

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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 / Prime	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	\$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	\$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	\$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								1	1	\$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 Your Voter: Presidential Debate								1	1	\$600.00	\$600.00	Greensboro (WXLV)		10/13/16

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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**

<b>Station and Location:</b>	<b>Date:</b> 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

Heidi Guerra

Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

Allison Aldridge

Signature

Allison Aldridge

Printed Name

DS

Title