



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

10/27

Contract # 26228934

Changes as of: 10/23/2018 at 10:34 AM

Version: Original Order

1997898

CPE: U07/MCCO/0002

Flight: 10/22/18 - 11/11/18

Station: WTAT

Con Type: POLITI

Agency: KELLY SCOTT
MADISON

Advertiser: McCoy For House

Market: Charleston, SC

Total \$: \$2,540.

303 E Wacker Drive
8th Floor
Chicago, IL 60601

Product: PETER MCCOY
Agency Order #: 128343
Buyer: Alexandra Hallenberg

Office: CHICAGO
Service: Nielsen

Total Spots: 30
Total CPE: \$50.80
Total GRP: 50.0

Salesperson: LAURA POPE
312-832-6616

Primary Demo: Adults 35+
Assistant: MONIQUE SEDLAR
312-832-6639

Separation:

Comments: Kelly Scott Madison/Chicago; 303 E. Wacker Drive - 8th Floor, Chicago, IL 60601; Please include client/product/estimate codes on all invoice requests that all invoices be transmitted electronically via the following: Spot by Spot (www.tvinvoices.com); ID #9912493; Spot Data (www.spotdata.com); IDB #656; Marktron (www.marktron.com); ID #8393; Emedia Trade (www.emediatrade.com); #EMT10342

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impre ssion	HH Rating	HH Impre ssion	Len	10/22 - 11/5			Total Spots	Total \$	CPP
										10/22	10/29	11/5			
1	M-F 7a-8a		FOX MORNING NEWS	\$50.00	1.0	4,600	1.5	4,700	30	✓2	✓2	0	4	\$200.00	\$50.00
2	M-F 8a-9a		FOX MORNING NEWS	\$40.00	1.2	5,600	1.9	6,000	30	✓3	✓2	0	5	\$200.00	\$33.30
3	M-F 10p-10:30p		LATE NEWS AT 10P	\$160.00	2.8	12,700	3.7	12,000	30	2	2	0	4	\$640.00	\$57.10
4	M-F 10:30p-11p		LATE NEWS AT 10P	\$150.00	2.6	12,000	3.4	11,000	30	3	3	0	6	\$900.00	\$57.60
5	M-F 11p-11:30p		FOX24 NEWS NOW	\$45.00	1.0	4,500	1.4	4,500	30	3	4	0	7	\$315.00	\$45.00
6	M-Tu 8a-9a		FOX MORNING NEWS	\$40.00	1.2	5,600	1.9	6,000	30	0	0	2	2	\$80.00	\$33.30
7	M 10p-10:30p		LATE NEWS AT 10P	\$160.00	2.8	12,700	3.7	12,000	30	0	0	1	1	\$160.00	\$57.10
8	M 11p-11:30p		FOX24 NEWS NOW	\$45.00	1.0	4,500	1.4	4,500	30	0	0	1	1	\$45.00	\$45.00
TOTALS:										13	13	4	30	\$2,540.00	\$50.80



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Special
Instructions

Contract # 26228934	Changes as of: 10/23/2018 at 10:34 AM	Version: Original Order	Con Type: POLITE
CPE: U07/MCCO/0002	Flight: 10/22/18 - 11/11/18	Station: WTAT	Total \$: \$2,540.
Agency: KELLY SCOTT MADISON	Advertiser: McCoy For House	Market: Charleston, SC	
303 E Wacker Drive 8th Floor Chicago, IL 60601	Product: PETER MCCOY Agency Order #: 128343	Office: CHICAGO Service: Nielsen	Total Spots: 30
	Buyer: Alexandra Hallenberg	Primary Demo: Adults 35+	Total CPP: \$50.80
	Salesperson: LAURA POPE 312-832-6616	Assistant: MONIQUE SEDLAR 312-832-6639	Total GRP: 50.0
	Separation:		

Order Level Comments	
Date/Time	Added by
10/23/18 10:37 AM	LAURA POPE
Comment Kelly Scott Madison/Chicago, 303 E. Wacker Drive - 8th Floor, Chicago, IL 60601. Please include client/product/estimate codes on all invoices. KSM requests that all in transmitted electronically via the following: Spot by Spot (www.tvinvoices.com); ID #9912493; Spot Data (www.spotdata.com); IDB #656; Marketron (www.marketron.cc #8393; Emedia Trade (www.emediatrade.com); #EMT10342	

Competitive Information	
Market Budget:	\$25,400
WTAT Share:	10%
Comment:	
Unknown:	90%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	30	\$2,540.00	\$50.80	50.0
Total	100%	30	\$2,540.00	\$50.80	50.0

Monthly Summary	
Month	Spots
2018-Oct	13
2018-Nov	17
Total	30

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/23/18 10:45 AM					\$0
New	10/23/18 10:34 AM	LAURA POPE	New	30		\$2,540.00

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS O KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE C ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



WTAT Charleston
4301 Arco Ln
North Charleston, SC 29418

Kelly Scott & Madison Inc
303 E Wacker Dr
8th Fl
Chicago, IL 60601-2193

Contract # 1997898

Schedule Dates 10/24/18-11/06/18
Advertiser McCoy for House (99304)
Agency Kelly Scott & Madison Inc (1373)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCOY FOR HOUSE (684538)
Salesperson Millennium/CHI, Chicago (1094)
Sales Office Millennium Chicago
Buyer Name Halle Alexandra
Phone/Fax /
CPE U07/MCCO/0002
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments LAURA POPE
312-832-6616

Date Entered 10/23/18
Last Modified 10/23/18
Entered By Sheanna Caban
CO-OP No
Headline # ECR26228934
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$381.00
Net Total \$2,159.00
Sales Tax

Charleston S (WTAT)			
By Broadcast Month	Spots	Rate	
Oct. 2018	13	\$1,125.00	
Nov. 2018	17	\$1,415.00	
Grand Total:	30	\$2,540.00	

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 / News (1)	10/24/18-10/26/18	4	:30	7A- News-Fox Morning News at 7	2			X	X	X			2	\$50.00	\$100.00	Charleston S (WTAT)	AM NEWS	10/23/18
2.0	Normal Line / News (1)	10/29/18-11/02/18	4	:30	7A- News-Fox Morning News at 7	2	X	X	X	X	X			2	\$50.00	\$100.00	Charleston S (WTAT)	AM NEWS	10/23/18
3.0	Normal Line / News (2)	10/24/18-10/26/18	4	:30	6A- News-Fox Morning News at 7	2			1	1	1			3	\$40.00	\$120.00	Charleston S (WTAT)	AM NEWS	10/23/18
4.0	Normal Line / News (2)	10/29/18-11/02/18	4	:30	6A- News-Fox Morning News at 7	2	X	X	X	X	X			2	\$40.00	\$80.00	Charleston S (WTAT)	AM NEWS	10/23/18
5.0	Normal Line / News (3)	10/24/18-10/26/18	4	:30	10:59-50P- News-News at 10	2			X		X			2	\$160.00	\$320.00	Charleston S (WTAT)	LATE NEWS	10/23/18
6.0	Normal Line / News (4)	10/24/18-10/26/18	4	:30	11:30P- News-News at 10	3			1	1	1			3	\$150.00	\$450.00	Charleston S (WTAT)	LATE NEWS	10/23/18
7.0	Normal Line / News (5)	10/24/18-10/26/18	4	:30	12A- FOX 24 News Now	3			1	1	1			3	\$45.00	\$135.00	Charleston S (WTAT)	NEWS NOW	10/23/18
8.0	Normal Line / News (6)	11/05/18-11/06/18	4	:30	6A- News-Fox Morning News at 7	1	1							2	\$40.00	\$80.00	Charleston S (WTAT)	AM NEWS	10/23/18
9.0	Normal Line / News (7)	11/05/18-11/05/18	4	:30	9:59-50P- News-News at 10	1	X							1	\$160.00	\$160.00	Charleston S (WTAT)	LATE NEWS	10/23/18
10.0	Normal Line / News (8)	11/05/18-11/05/18	4	:30	11P- FOX 24 News Now	1	X							1	\$45.00	\$45.00	Charleston S (WTAT)	NEWS NOW	10/23/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------



WTAT Charleston
4301 Arco Ln
North Charleston, SC 29418

Contract # 1997898

Schedule Dates 10/24/18-11/06/18
Advertiser McCoy for House (99304)
Agency Kelly Scott & Madison Inc (1373)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCOY FOR HOUSE (684538)
Salesperson Millennium/CHI, Chicago (1094)
Sales Office Millennium Chicago
Buyer Name Halle, Alexandra
Phone/Fax /
CPE U07/MCCO/0002
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments LAURA POPE
312-832-6616

Date Entered 10/23/18
Last Modified 10/23/18
Entered By Sheanna Caban
CO-OP No
Headline # ECR26228934
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$381.00
Net Total \$2,159.00
Sales Tax

Charleston S (WTAT)		
By Broadcast Month	Spots	Rate
Oct. 2018	13	\$1,125.00
Nov. 2018	17	\$1,415.00
Grand Total:	30	\$2,540.00

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
11.0	Normal Line / News (3)	10/31/18-11/02/18	4	:30	9:59:50P- News-News at 10	2			X	X	X			2	\$160.00	\$320.00	Charleston S (WTAT)	LATE NEWS	10/23/18
12.0	Normal Line / News (4)	10/31/18-11/02/18	4	:30	10:30P- News-News at 10				1	1	1			3	\$150.00	\$450.00	Charleston S (WTAT)	LATE NEWS	10/23/18
13.0	Normal Line / News (5)	10/29/18-11/02/18	4	:30	11P- FOX 24 News Now	4	X	X	X	X	X			4	\$45.00	\$180.00	Charleston S (WTAT)	NEWS NOW	10/23/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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:
-----------------------	-------

I, DAVID WARSO TREASURER, KELLY SCOTT MADISON
 being/on behalf of: PETER MCCOY
 a legally qualified candidate of the REPUBLICAN
 political party for the office of: STATE HOUSE SOUTH CAROLINA
 in the GENERAL ELECTION
 election to be held on: 11/6/18

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

PETER MCCOY

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:

PETER MCCOY

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

10/18/18

Date

J. L.

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, PETER MCCOY
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

David A. Wares

signature of candidate or authorized committee

DAVID WARESE, TREASURER KELLY SCOTT MADISON 10/18/18
printed name date