

125 West 55th St
New York, NY 10019

Contract # 25320719

Changes as of: 9/29/2016 at 9:05 AM

Version: Original Order

CPE: 271/305/3867

Flight: 11/1/16 - 11/8/16

Station: WSAV

Total \$: \$650.00

Agency: MENTZER MEDIA
SERVIC

Advertiser: Isakson - Senate - GA

Market: Savannah

Total Spots: 5

210 W. Pennsylvania
Avenue
Suite 250
Towson, MD 21204

Product: PISAK

Office: WASHINGTON

Total CPP: \$33.85

Agency Order #: 5428231

Primary Demo: Adults 18+

Total GRP: 19.2

Suite 250

Buyer: Rambo, Ally

Con Type: POLITICAL/VOTE

Salesperson: ERIN SCHUMACHER
212-424-6620

Assistant: ERIN SCHUMACHER
212-424-6620

Separation:

#	Day/Time	DP	Program	Rate	A18P Rating	Len	11/1 - 11/8								Total Spots	Total \$	CPP	GRP
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8				
1	Tu-F,M 6p-6:30p		WSAV NEWS 3@6	\$220.00	5.6	30	0	1	0	0	0	0	0	0	1	\$220.00	\$39.29	5.6
Target 117 Index: 100, Nielsen: 4.2																		
2	Tu-F,M 11p-11:35p		WSAV NEWS 3@11<	\$175.00	4.4	30	0	0	1	0	0	0	0	0	1	\$175.00	\$39.77	4.4
Target 117 Index: 103, Nielsen: 2.3																		
3	Tu-F,M 12:35a-1:35a		S. MEYERS-NBC<	\$15.00	2.8	30	0	0	1	0	0	0	1	0	2	\$30.00	\$5.36	5.6
Target 117 Index: 104, Nielsen: 0.2																		
4	Sa 8p-10p		DATELINE	\$225.00	3.6	30	0	0	0	0	1	0	0	0	1	\$225.00	\$62.50	3.6
Target 117 Index: 106, Nielsen: 0.8																		
TOTALS:															5	\$650.00	\$33.85	19.2



KATZ
TELEVISION
GROUP

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New York, NY 10019

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CPE: 271/305/3867	Flight: 11/1/16 - 11/8/16	Total \$: \$650.00
Agency: MENTZER MEDIA SERVIC	Advertiser: Isakson - Senate - GA	Total Spots: 5
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Product: PISAK	Office: WASHINGTON
	Agency Order #: 5428231	Primary Demo: Adults 18+
	Buyer: Rambo, Aly	Con Type: POLITICAL/VOTE
	Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620
		Separation:

Special Instructions	
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Competitive Information	
Market Budget: \$14,125	
WSAV Share: 24%	
Comment:	
WJCL: 13%	
WTGS: 6%	
WTOG: 57%	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$650.00	\$33.85	19.2
Total	100%	5	\$650.00	\$33.85	19.2

Monthly Summary		
Month	Spots	Dollars
2016-Nov	5	\$650.00
Total	5	\$650.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	9/29/16 10:35 AM					\$0
New	9/29/16 9:05 AM	ERIN SCHUMACHER	New	5		\$650.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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 ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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CONTRACT

WSAV
1430 East Victory Drive
Savannah, GA 31404
(912) 651-0300

And:

Mentzer Media Services
210 West Pennsylvania Avenue
Suite 250
Towson, MD 21204
USA

<u>Contract / Revision</u> 947349 /		<u>Alt Order #</u> 25320719
<u>Product</u> PISAK		
<u>Contract Dates</u> 11/01/16 - 11/08/16		<u>Estimate #</u> 3867
<u>Advertiser</u> POL/Georgians for Isakson		<u>Original Date / Revision</u> 09/29/16 / 09/29/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSAV	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
		<u>Total Ratings</u> 19.20
<u>Agy Code</u> 9912736	<u>Advertiser Code</u> 271	<u>Product 1/2</u> 305
<u>Agency Ref</u> IN2570/SP271/TO132E		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WSAV	11/02/16	11/02/16	WSAV 6p News	6-630p		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	--W----				1	\$220.00	5.60			
N 2	WSAV	11/03/16	11/03/16	Late News M-F	11-1135p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---T---				1	\$175.00	4.40			
N 3	WSAV	11/03/16	11/03/16	Olympic Late Night	Olympic Late Night		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---T---				1	\$15.00	2.80			
N 4	WSAV	11/07/16	11/07/16	Late Night	1235-135a		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	M-----				1	\$15.00	2.80			
N 5	WSAV	11/05/16	11/05/16	Sat Hour 1	8-9p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S-				1	\$225.00	3.60			
Totals								19.20				5	\$650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	5	\$650.00	(\$97.50)	\$552.50
Totals	5	\$650.00	(\$97.50)	\$552.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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: <u>WSAV, Savannah, GA</u>	Date: <u>9/29/16</u>
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I, Katelyn Brawn,

being/on behalf of: Georgians for Isakson,

a legally qualified candidate of the Republican

political party for the office of: Senate

in the general

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
	varies				

Attach proposed schedule with charges (if available): **gross**

FEDERAL CANDIDATE CERTIFICATION

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

I, MARTIN KILPATRICK

(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

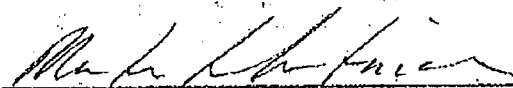
☒ does not

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.



signature of candidate or authorized committee

MARTIN KILPATRICK, CAMPAIGN MANAGER

printed name

5/5/16

date

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

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:

Jon Anderson

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

5/5/16

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Michelle West

Printed Name

NSM

Title



Political Client
Information Request Form

Candidate Name: Johnny Isakson

Official Campaign Name: Georgians for Isakson

Address: PO Box 250116

City, State & Zip Code: Atlanta, GA 30325

Campaign Phone: 770.818.1493

Campaign Fax: 770.818.1609

Campaign Contact Person: Trey Kilpatrick

Campaign Treasurer: Jon Anderson