

Received
9/26/2016

NAB Form PB-18 Candidates

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:

WRAL-TV Raleigh, NC

Date:

9.26.16

I,

Dudley media

being/on behalf of:

Cynthia Ball

a legally qualified candidate of the

Democratic

political party for the office of:

NC State Representative - District #49

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
See Attached					

Attach proposed schedule with charges (if available):

\$18,675 gross

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

Cynthia for NC

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:

Maggie Barlow

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

9-22-16

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☒ Accepted in Part

☐ Rejected

Signature

Dan Strauss

Printed Name

NSM

Title

9/22/16

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

\$18,675 gross

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

CONTRACT

WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

And:

Dudley Media
919 Catharine Street
Philadelphia, PA 19147

<u>Contract / Revision</u> 168062 /		<u>Alt Order #</u> 08402729
<u>Product</u> CYNTHIA BALL 11/01		
<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Estimate #</u>
<u>Advertiser</u> Cynthia Ball - NC State Representative #9		<u>Original Date / Revision</u> 09/26/16 / 09/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<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	WRAL	11/01/16	11/07/16	WRAL AM News 6-7a	6a-7a		:30				NM	5	\$4,250.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	MTWTF--				5	\$850.00				
N 2	WRAL	11/01/16	11/07/16	Today Show	7-9a		:30				NM	3	\$1,650.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	MTWTF--				3	\$550.00				
N 3	WRAL	11/01/16	11/07/16	WRAL Noon News	12-1p		:30				NM	5	\$1,750.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	MTWTF--				5	\$350.00				
N 4	WRAL	11/01/16	11/07/16	WRAL 6p News	6p-6:30p		:30				NM	5	\$7,500.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	MTWTF--				5	\$1,500.00				
N 5	WRAL	11/01/16	11/07/16	Late News	11-1135p		:30				NM	3	\$3,000.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	MTWTF--				3	\$1,000.00				
N 6	WRAL	11/05/16	11/05/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$250.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$250.00				
N 7	WRAL	11/06/16	11/06/16	WRAL News Sunday	7a-9a		:30				NM	1	\$275.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$275.00				
Totals								0.00				23	\$18,675.00

(* 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, on 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.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u>		<u>Alt Order #</u>
168062 /		08402729
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/16 - 11/07/16	CYNTHIA BALL 11/01	
<u>Advertiser</u>		<u>Original Date / Revision</u>
Cynthia Ball - NC State R		09/26/16 / 09/26/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	23	\$18,675.00	(\$2,801.25)	\$15,873.75
Totals	23	\$18,675.00	(\$2,801.25)	\$15,873.75

Signature: _____ **Date:** _____

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