

ORDER

WSMV

Orders
Order / Rev: 669013
Alt Order #: 07856419
Product Desc: GENTRY 4 MAYOR 7/23
Estimate: 1119
Flight Dates: 07/23/15 - 07/27/15
Original Date / Rev: 07/22/15 / 07/22/15
Order Type: GENERAL

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: National

Agency
Name: Canal Partners Media LLC
Buying Contact:
Billing Contact:
 1027 33rd Street NW, Suite 140
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Howard Gentry for Mayor
Demographic: A35+
Product Codes: Political-Cand-Local
Priority: PMT
Revenue Codes: POL, PLC, POL LPL

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/15	07/26/15	5	\$2,575.00	\$2,188.75
07/27/15	07/27/15	2	\$1,050.00	\$892.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2015	5	\$2,575.00	\$2,188.75	0.00
August 2015	2	\$1,050.00	\$892.50	0.00
Totals	7	\$3,625.00	\$3,081.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WSMV	30%	\$3,625.00
Market	100%	\$12,083.33

Competitive Share

Competitive Share	Share	Total
AEN	0%	\$0.00
APL	0%	\$0.00
BET	0%	\$0.00
CMD	0%	\$0.00
CMT	0%	\$0.00
CNB	0%	\$0.00
CNN	0%	\$0.00
DISC	0%	\$0.00
ESPN	0%	\$0.00
FAM	0%	\$0.00
FOOD	0%	\$0.00
FX	0%	\$0.00
FXNC	0%	\$0.00
LIF	0%	\$0.00
LNC5	0%	\$0.00
MNBC	0%	\$0.00
MTV	0%	\$0.00
NICK	0%	\$0.00
SPK	0%	\$0.00

TLC	0%	\$0.00
TNT	0%	\$0.00
TWC	0%	\$0.00
USA	0%	\$0.00
VH1	0%	\$0.00
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	25%	\$3,020.83
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WTVF	40%	\$4,833.33
WUXP	0%	\$0.00
WZTV	5%	\$604.17

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 Flight Dates: 07/23/15 - 07/27/15

Advertiser: Howard Gentry for Mayor
 Product Desc: GENTRY 4 MAYOR 7/23
 Estimate: 1119
 WSMV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WSMV	07/24/15	07/24/15	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	----1--	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/20/15	07/26/15	----1--		1				\$600.00		0.00			
E 2	WSMV	07/24/15	07/24/15	M-F News 4 Today @ 5 CM M-F 5-6a	CM	M-F 5a-6a	----1--	:30	1	\$325.00	IMP	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/20/15	07/26/15	----1--		1				\$325.00		0.00			
E 3	WSMV	07/24/15	07/24/15	M-F 630-7pm CH. 4 NEWS @ 6:30pm	CM	629-7pm	----1--	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/20/15	07/26/15	----1--		1				\$600.00		0.00			
E 4	WSMV	07/24/15	07/24/15	Today Show 1 Today Show 7-9am	CM	658-9AM	----1--	:30	1	\$450.00	IMP	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/20/15	07/26/15	----1--		1				\$450.00		0.00			
E 5	WSMV	07/27/15	07/27/15	M-F Channel 4 News @ 4M CH 4 News @ 4pm	CM	4-5pm (4:30 PM-5:00 PM)	1-----	:30	1	\$450.00	IMP	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/27/15	08/02/15	1-----		1				\$450.00		0.00			
E 6	WSMV	07/27/15	07/27/15	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	1-----	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/27/15	08/02/15	1-----		1				\$600.00		0.00			
E 7	WSMV	07/23/15	07/23/15	M-F Channel 4 News @ 5M Ch. 4 News at 5	CM	5-530pm	---1---	:30	1	\$600.00	IMP	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/20/15	07/26/15	---1---		1				\$600.00		0.00			
													Totals	7	\$3,625.00

REP HEADLINE# 7856419
*** ORIGINAL REV#0 ***
ADV # ADV. NAME POLI/H GENTRY/D/MYR/TN REP. # OFF. # SALESMAN #
AGY # AGY. NAME CANAL PARTNERS MEDIA BUYER NAME JEFF SCATTERGOOD
1027 33RD STREET NW SUITE 140 SALES PRSN WA- AARON ASHE
WASHINGTON, DC 20007
ORDER # CONTRACT # 7856419 CLASS: NATL. LOCAL REGIONAL
PRDCT GENTRY 4 MAYOR 7/23 EST#1119 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES JUL23/15 JUL27/15 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL22/15 09.17

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!! JUL22/15 09.17
ORDER WORKSHEET HARRIS REPORT FROM REP *** WSMV-TV ***

TO: NSA WSMV
FROM: GREG
NEW ORDER
TTL...\$3625...7X
THX PLS CFM, 7/22/15
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
25 WHITLOCK PLACE, SW
SUITE 201
MARIETTA, GA 30064

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$600.00	7/24	7/24	1		FRI	1

AGENCY ADVERTISER CODE = 183
AGENCY PRODUCT CODE = 193
PROGRAM : CH4 NEWS AT 5
CON COM1: CH4 NEWS AT 5

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:

WSMV - TV Nashville, TN

Date:

07/17/2015

I, Jeff Scattergood,

being/on behalf of: Gentry, Howard, a legally

qualified candidate of the Democratic political

party for the office of: Mayor

in the Primary

election to be held on: 08/04/2015

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

Date of First Broadcast: 07/21/2015

Date of Last Broadcast: 07/22/2015

Total Charges: \$*****2,061.25 NET



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

Howard Gentry for Mayor

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:

Eddie George, Treasurer

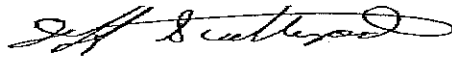
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

07/17/2015

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature



Printed Name



Title

