

Buy Detail Report

Order# 609711

Revision #: Date: 8/25/2014

Client: Peters for Senate 2014
Media: TV
Product: General
Market: Grand Rapids-Grand Rapids

Estimate: 756
Description: Peters for Senate 8/26-9/1/2014 TV
Flight Start Date: 8/26/2014 05:00 AM
Flight End Date: 9/1/2014 12:00 AM
Survey: Nov13 DMA Nielsen Live+1
Buyer: Rachael Jones

Vendor: WXMI-TV
3117 Plaza Drive NE
Grand Rapids, MI 49525

Send Billing To: Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030
Phone: 703-272-7300

Phone: 616-364-8722
Fax: 616-364-8506
Affiliation: FOX

Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Mon	Total Spots
			Dur	8/26	8/27	8/28	8/29	9/1	
WXMI-TV									
MTuWThF 6:00a-7:00a	EM	\$125.00	30		1		1		2
WXMI 6a News									
MTuWThF 7:00a-8:00a	EM	\$185.00	30	1		1		1	3
WXMI 7a News									
MTuWThF 8:00a-9:00a	EM	\$165.00	30	1	1		1		3
WXMI 8a News									
MTuWThF 5:00p-5:30p	EN	\$125.00	30			1			1
WXMI 5p News									
MTuWThF 5:30p-6:00p	EN	\$125.00	30					1	1
WXMI 5:30p News									
MTuWThF 6:00p-6:30p	EN	\$150.00	30		1				1
WXMI 6p News									
MTuWThF 6:30p-7:00p	EN	\$150.00	30	1					1
WXMI 6:30p News									
MTuWThF 7:00p-7:30p	PA	\$275.00	30			1			1
Two & Half Men									
MTuWThF 7:30p-8:00p	PA	\$275.00	30			1			1
Modern Family									
M 8:00p-9:00p	PT	\$850.00	30					1	1
Masterchef									
W 8:00p-10:00p	PT	\$800.00	30		1				1
You Can Dance									
Th 8:00p-9:00p	PT	\$850.00	30			1			1
Hell's Kitchen									
MTuWThF 10:00p-11:00p	LN	\$650.00	30	1		1	1	1	4

Buy Detail Report

Revision #: Date: 8/25/2014

Client: Peters for Senate 2014
Media: TV
Product: General
Market: Grand Rapids-Grand Rapids
Separation between spots: 30
Estimate: 756
Description: Peters for Senate 8/26-9/1/2014 TV
Flight Start Date: 8/26/2014 05:00 AM
Flight End Date: 9/1/2014 12:00 AM
Survey: Nov13 DMA Nielsen Live+1
Buyer: Rachael Jones
Vendor: WXML-TV
3117 Plaza Drive NE
Grand Rapids, MI 49525
Send Billing To: Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030
Phone: 703-272-7300
Phone: 616-364-8722
Fax: 616-364-8506
Affiliation: FOX

Daypart Program	Daypart Code	STN Gross	Days Dur	Tue 8/26	Wed 8/27	Thu 8/28	Fri 8/29	Mon 9/1	Total Spots
WXML-TV									
WXML 10p News									
Total Spots: 4 4 5 4 4									
Total Cost: \$7,500.00									
Total Spots: 21									
Total Spots: 21									

Signature: _____

CONTRACT



WXMI-TV
3117 Plaza Drive NE
Grand Rapids, MI 49525
(616) 364-8722

<u>Contract / Revision</u> 609711 /		<u>Alt Order #</u>
<u>Product</u> General		
<u>Contract Dates</u> 08/26/14 - 09/01/14		<u>Estimate #</u> 756
<u>Advertiser</u> Peters/D/Senate		<u>Original Date / Revision</u> 08/25/14 / 08/27/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXMI	<u>Account Executive</u> House WXMI	<u>Sales Office</u> Grand Rapids -
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	17	08/27/14	08/29/14	Wed, Fri 6a News	6a-7a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	--W-F--				2	\$125.00	0.00			
N 2	17	08/26/14	09/01/14	Tu,Th,M 7a News	7a-8a		:30				NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	-T-T---				2	\$185.00	0.00			
		Week: 09/01/14	09/07/14	M-----				1	\$185.00	0.00			
N 3	17	08/26/14	08/29/14	Tu-W, Fri 8a-9a News	8a-9a		:30				NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	-TW-F--				3	\$165.00	0.00			
N 4	17	08/28/14	08/28/14	Thu Fox17 News at 5pm	5p-530p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	---T---				1	\$125.00	0.00			
N 5	17	08/26/14	08/26/14	Tue Fox 17 News at 6p	630p-7p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	-T-----				1	\$150.00	0.00			
N 6	17	08/26/14	09/01/14	Tu,Th-F,M News at 10p	10p-11p		:30				NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	-T-TF--				3	\$650.00	0.00			
		Week: 09/01/14	09/07/14	M-----				1	\$650.00	0.00			
N 7	17	09/01/14	09/01/14	Mon Fox17 News at 5pm	530p-6p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/01/14	09/07/14	M-----				1	\$125.00	0.00			
N 8	17	08/27/14	08/27/14	Wed Fox 17 News at 6p	6p-630p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	--W----				1	\$150.00	0.00			
N 9	17	08/29/14	08/29/14	Fri 7p-730p	7p-730p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	----F--				1	\$275.00	0.00			
N 10	17	08/28/14	08/28/14	Thu 730p-8p	730p-8p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/25/14	08/31/14	---T---				1	\$275.00	0.00			

(* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



WXMI-TV
3117 Plaza Drive NE
Grand Rapids, MI 49525
(616) 364-8722

Contract / Revision	Alt Order #
609711 /	

Contract Dates	Product	Estimate #
08/26/14 - 09/01/14	General	756

Advertiser	Original Date / Revision
Peters/D/Senate	08/25/14 / 08/27/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	17	08/25/14-08/31/14	Thu 730p-8p	730p-8p	----Th-----	:30		\$275.00	0.00	NM		
	See MG 10.2												
	Program Change												
	2	17	09/01/14-09/01/14	Fri 730p-8p	730p-8p	M-----	:30		\$275.00	0.00	NM		
	Ⓜ MG for 10.1 08/28												
N 11	17	09/01/14	09/01/14	Monday Prime 758p-9p	758p-9p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/01/14	09/07/14	M-----				1	\$850.00	0.00			
N 12	17	08/27/14	08/27/14	Wed Prime Rotator	758p-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/25/14	08/31/14	--W----				1	\$800.00	0.00			
N 13	17	09/01/14	09/01/14	Mon Prime 9p-10p	9p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/01/14	09/07/14	M-----				1	\$850.00	0.00			
Totals										0.00		21	\$7,500.00

Time Period	# of Spots	Gross Amount	Net Amount
07/28/14 - 08/31/14	15	\$4,565.00	\$3,880.25
09/01/14 - 09/01/14	6	\$2,935.00	\$2,494.75
Totals	21	\$7,500.00	\$6,375.00

Signature: _____

Date: 9/18/14

(* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

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: WXMI-TV	Date: 8/26/2014
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I, Screen Strategies Media,

being/on behalf of: Gary Peters,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

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): \$6,375.00

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

Peters for Michigan

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:

Geraldine Buckles

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

8/26/2014

Date

Signature

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

- (1) **Date of request:** 08/26/2014
- (2) **Name of candidate:** Gary Peters
- (3) **Office for which candidate is running:** Senate
- (4) **Political party:** Democratic
- (5) **Name of person using time if other than candidate:** N/A
- (6) **Request made by candidate:** Yes: X No: (Check one)
- (7) **Request made on behalf of candidate by:** Screen Strategies Media
- (8) **Request made:** In writing: X In person: By phone:
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: X Not granted:
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: X No:
(Check one. If "yes", state amount in space below):

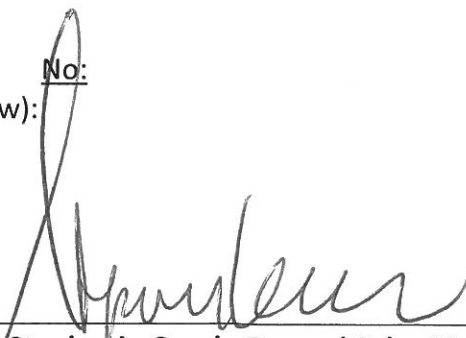
GROSS: \$7,500.00 NET: \$6,375.00

WXMI

STATION

09/08/2014

DATE


Stephanie Gonda General Sales Mgr
SIGNATURE OF PERSON RECEIVING
REQUEST ON BEHALF OF STATION