

REP HEADLINE# 7372774 TRF# 615518  
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP16/14 12.13  
\*\*\* WAMI-TV \*\*\*

ADV # ADV. NAME POLI/T LAND/R/SEN/MI REP. # OFF. # SALESMAN #

AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME SCOTT FRANKLIN

7669 STAGERS LOOP SALES PRSN WA- JUSTIN VOTTA

DELAWARE, OH 43015

ORDER # CONTRACT # 7372774 CLASS: NATL. LOCAL REGIONAL

PRDCT TERRI LYNN LAND MI EST#3964 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/14 SEP22/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP16/14 12.13

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$4,075.00  
TOTAL SPOTS 6

REP HEADLINE# 7372774  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP16/14 11.11  
\*\*\* WXTI-TV \*\*\*

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REP: TO ODENE  
FROM OLDER  
NEW ORDER  
\$4075/6 SPOTS  
PLEASE CONFIRM AND THANK YOU

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			900A-1000A	30		\$75.00	9/21	9/21	1		SUN	1
PROGRAM : FOX NEWS SUNDAY												
CON COM1 : FOX NEWS SUNDAY												
2			1000P-1100P	30		\$800.00	9/17	9/22	4		W-F,M	4
PROGRAM : FOX 17 NEWS 10												
CON COM1 : FOX 17 NEWS 10												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 3964

*510*

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 \*\*\* ORIGINAL REV#0 \*\*\*

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SEP16/14 11.11  
 \*\*\* WXTM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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3			1000P-1100P	30		\$800.00	9/21	9/21	1		SUN	1
PROGRAM : FOX 17 NEWS-10 CON COM1: FOX 17 NEWS-10												

SEP/14 \$4,075.00

CONTRACT TOTAL \$4,075.00  
 TOTAL SPOTS 6

MARKET TOTALS \$23,970 WXTM 17% WOTV 0% WZZM 15% WWMT 30% WOOD 38% WXSP 0% CABL 0%  
 EWMT 0% WZPX 0%

SVC- NSI  
 DEMOS- RA35+\*

**CONTRACT**

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

<u>Contract / Revision</u> 615518 /		<u>Alt Order #</u> 07372774
<u>Product</u> TERRI LYNN LAND MI.		
<u>Contract Dates</u> 09/17/14 - 09/22/14		<u>Estimate #</u> 3964
<u>Advertiser</u> Land/R/Senate		<u>Original Date / Revision</u> 09/16/14 / 09/18/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXMI	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> Telerep Washin
<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:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	17	09/21/14	09/21/14	Fox News Sunday	9a-10a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/15/14	09/21/14	-----1				1	\$75.00	0.00			
2	17	09/17/14	09/22/14	W-F, M Fox 17 News at 10p	10p-11p		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/14	09/23/14	M-WTF--				4	\$800.00	0.00			
3	17	09/21/14	09/21/14	Su Fox 17 News at 10p	10p-11p		: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:		09/15/14	09/21/14	-----1				1	\$800.00	0.00			
<b>Totals</b>										0.00		6	\$4,075.00

Time Period	# of Spots	Gross Amount	Net Amount
09/01/14 - 09/22/14	6	\$4,075.00	\$3,463.75
<b>Totals</b>	6	\$4,075.00	\$3,463.75

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. 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

<b>Station and Location:</b>	<b>Date:</b>
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I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: TERRI LYNN LAND,

a legally qualified candidate of the REPUBLICAN

political party for the office of: MICHIGAN U.S. SENATE

in the GENERAL

election to be held on: NOVEMBER 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):**

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

TERRI LYNN LAND FOR SENATE - PO BOX 308, GRANDVILLE, MI. 49418

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:

KATHY VOSBURG

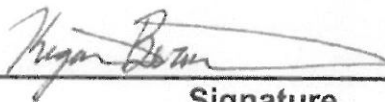
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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***

8/5/14

Date



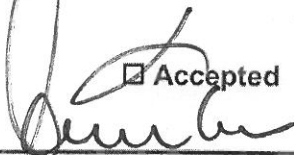
Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Clem Lee

Printed Name

GM

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, STRATEGIC MEDIA PLACEMENT

(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

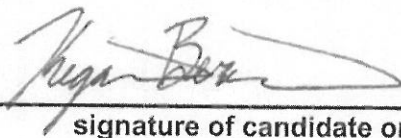
☐ does not

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

KEGAN R. BERAN

printed name

8/5/14

date

## 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

Attach proposed schedule with charges (if available):

### 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.



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."

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- (1) **Date of request:** 09/17/2014
- (2) **Name of candidate:** Terri Land
- (3) **Office for which candidate is running:** Senate
- (4) **Political party:** Republican
- (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:** Strategic Media Placement
- (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):

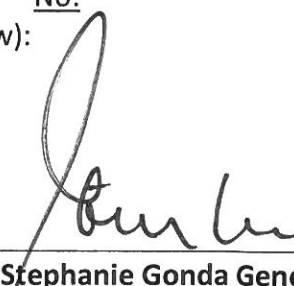
GROSS: \$4,075.00 NET: \$3,463.75

WXMI

STATION

09/24/2014

DATE

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