

WXLV-TV
3600 Myer Lee Dr
Winston Salem, NC 27101

Screen Strategies Media-Fairfax
11150 Fairfax Blvd
Ste 505
Fairfax, VA 20120

Contract # 1913272
Schedule Dates 09/03/14-09/09/14
Advertiser Hagan for Senate (3186)
Agency Screen Strategies Media-Fairfax (15683)
Product POLITICAL CANDIDATE (ns) (1186)
Brand HAGAN FOR SENATE (198499)
Salesperson HOUSE-GREENSBORO, WXLV/WMYV (1030)
Sales Office WXLV/WMYV
Buyer Name BAHNG,CAROLINE
Phone/Fax (703) 272-7300 /
CPE 755
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Hagan for Senate Estimate 755
9/3-9/20/14 TV

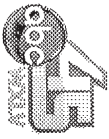
Date Entered 08/28/14
Last Modified 08/28/14
Entered By Lisa Carter
CO-OP Yes
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$671.25
Net Total \$3,803.75
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Sep. 2014
Grand Total: 25 \$4,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (109)	09/03/14-09/05/14	3	:30	7A- ABC-Good Morning America					1	1	1		3	\$65.00	\$195.00	Greensboro (WXLV)	GMA	8/28/14
2.0	Normal Line / SPOT (104)	09/08/14-09/08/14	3	:30	7A- ABC-Good Morning America		1							1	\$65.00	\$65.00	Greensboro (WXLV)	GMA	8/28/14
3.0	Normal Line / SPOT (105)	09/08/14-09/08/14	4	:30	10:58-25A- ABC-The View		1							1	\$40.00	\$40.00	Greensboro (WXLV)	THE VIEW	8/28/14
4.0	Normal Line / SPOT (106)	09/04/14-09/04/14	3	:30	12P- 1P (EST)					1				1	\$20.00	\$20.00	Greensboro (WXLV)	MILLIONAIRE	8/28/14
5.0	Normal Line / SPOT (107)	09/05/14-09/05/14	4	:30	12:57-56P- ABC-The Chew						1			1	\$15.00	\$15.00	Greensboro (WXLV)	THE CHEW	8/28/14
6.0	Normal Line / SPOT (108)	09/03/14-09/03/14	3	:30	2P- ABC-General Hospital					1				1	\$135.00	\$135.00	Greensboro (WXLV)	GH	8/28/14
7.0	Normal Line / SPOT (109)	09/08/14-09/08/14	3	:30	6:58-8:00P- Family Feud		1							1	\$130.00	\$130.00	Greensboro (WXLV)	FAMILY FEUD	8/28/14
8.0	Normal Line / SPOT (110)	09/04/14-09/05/14	3	:30	7:28-8:00P- Family Feud B						1	1		2	\$150.00	\$300.00	Greensboro (WXLV)	FAMILY FEUD	8/28/14
9.0	Normal Line / Prime (111)	09/03/14-09/03/14	4	:30	7P- NC Senatorial Debate					1				1	\$300.00	\$300.00	Greensboro (WXLV)	US SENATE DEBATE	8/28/14
10.0	Normal Line / Prime (112)	09/08/14-09/08/14	3	:30	7:57-56P- ABC-The Bachelor (Monday)		1							1	\$300.00	\$300.00	Greensboro (WXLV)	BACHELOR IN PARADISE	8/28/14
11.0	Normal Line / Prime (113)	09/08/14-09/08/14	4	:30	10P- ABC-Shark Tank (Monday)		1							1	\$300.00	\$300.00	Greensboro (WXLV)	SHARK TANK	8/28/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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3500 Myer Lee Dr
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Net Total \$3,803.75
Sales Tax

Greensboro (WXLV)
By Broadcast Month Spots Rate
Sep. 2014 25 \$4,475.00
Grand Total: 25 \$4,475.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime (114)	09/03/14-09/03/14	4	:30	7-57:56P- ABC-The Goldbergs (Wednesday)			1						1	\$195.00	\$195.00	Greensboro (WXLV)	CAN AIR 8-9P IN "THE GOLDBERGS"	8/28/14
13.0	Normal Line / Prime (115)	09/03/14-09/03/14	4	:30	10P- ABC-Modern Family (Wednesday)			1						1	\$380.00	\$380.00	Greensboro (WXLV)	CAN AIR 10-11P TN "MODERN FAMILY"	8/28/14
14.0	Normal Line / Prime (116)	09/04/14-09/04/14	4	:30	10P- ABC-Shark Tank (Thursday)					1				1	\$500.00	\$500.00	Greensboro (WXLV)	SHARK TANK	8/28/14
15.0	Normal Line / Prime (117)	09/05/14-09/05/14	4	:30	9P- ABC-Shark Tank 2 (Friday)						1			1	\$195.00	\$195.00	Greensboro (WXLV)	SHARK TANK	8/28/14
16.0	Normal Line / Prime (118)	09/05/14-09/05/14	3	:30	10P- ABC-20/20 (Friday)						1			1	\$315.00	\$315.00	Greensboro (WXLV)	20/20	8/28/14
17.0	Normal Line / Prime (119)	09/07/14-09/07/14	3	:30	8P- ABC-Wipeout (Sunday)							1		1	\$790.00	\$790.00	Greensboro (WXLV)	WIPEOUT	8/28/14
18.0	Normal Line / Prime (120)	09/07/14-09/07/14	4	:30	10P- ABC-Shark Tank (Sunday)							1		1	\$140.00	\$140.00	Greensboro (WXLV)	SHARK TANK	8/28/14
19.0	Normal Line / News (121)	09/03/14-09/05/14	4	:30	11-01P- News- News 14 Carolina on ABC 45 at 11pm					1	1			3	\$40.00	\$120.00	Greensboro (WXLV)	NEWS	8/28/14
20.0	Normal Line / News (122)	09/08/14-09/08/14	4	:30	11-01P- News- News 14 Carolina on ABC 45 at 11pm		1							1	\$40.00	\$40.00	Greensboro (WXLV)	NEWS	8/28/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station: <i>Maria Bunn</i>	Date: <i>9/2/14</i>	Comments:
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Lisa Carter

From: Caroline Bahng <Caroline@ScreenStrategies.com>
Sent: Thursday, August 28, 2014 10:30 AM
To: Lisa Carter
Cc: Matthew Bowman
Subject: RE: Hagan est # 755 (WXLV/MMVV)

These are fine. Thanks!

From: Lisa Carter [mailto:LCarter@sbgtyv.com]
Sent: Thursday, August 28, 2014 10:29 AM
To: Caroline Bahng
Cc: Matthew Bowman
Subject: Hagan est # 755 (WXLV/MMVV)

Caroline,

We have some program corrections for these orders. They are as follows:

WMVV

Line # 65 – 2-3p will be Trisha Goddard instead of Judge Faith

Line # 66 – 3-4p will be Peoples Court instead of Hot Bench

WXLV

Line # 106 – 12-1p will be Millionaire instead of The Doctors

Pls let me know this these changes will be ok.

Thanks,

Lisa

Lisa W. Carter
WXLV/MMVV Regional Sales Coordinator
lcarter@sbgtyv.com
(336) 722-4545 x1004

(336) 723-8226 fax

Lisa Carter

From: Lisa Carter
Sent: Thursday, August 28, 2014 10:29 AM
To: 'Caroline@ScreenStrategies.com'
Cc: Matthew Bowman (mkbowman@sbgty.com)
Subject: Hagan est # 755 (WXLV/MMV)

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Pls let me know if these changes will be ok.

Thanks,

Lisa

Lisa W. Carter
WXLV/MMV Regional Sales Coordinator
lcarter@sbgty.com
(336) 722-4545 x1004
(336) 723-8226 fax

C# 1913572

Buy Detail Report

Revision #: Date: 8/27/2014

Client: Hagan for Senate
 Media: TV
 Product: General
 Market: Greensboro-Winston Salem

Estimate: 755
 Description: Hagan for Senate 9/3-8/2014 TV
 Flight Start Date: 9/3/2014 05:00 AM
 Flight End Date: 9/8/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+SD
 Buyer: Caroline Bahng

Vendor: WXLV-TV
 3500 Myer Lee Drive
 Winston-Salem, NC 27101

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

Separation between spots: 30

Phone: 336-722-4545
 Fax: 336-723-8217

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Wed 9/3	Thu 9/4	Fri 9/5	Sun 9/7	Mon 9/8	Total Spots
WXLV-TV											
104	MTuWThF 7:00a-9:00a Good Morn America	EM	\$65.00	3	30	1	1	1		1	4
	Sold Out: Lowest Rate to Clear per WXLV										
105	MTuWThF 11:00a-12:00p The View	DT	\$40.00	4	30					1	1
	Sold Out: Lowest Rate to Clear per WXLV										
106	MTuWThF 12:00p-1:00p The Doctors	DT	\$20.00	3	30		1				1
107	MTuWThF 1:00p-2:00p The Chew	DT	\$15.00	4	30			1			1
108	MTuWThF 2:00p-3:00p General Hospital	DT	\$135.00	3	30	1					1
	Sold Out: Lowest Rate to Clear per WXLV										
109	MTuWThF 7:00p-7:30p Family Feud	PA	\$130.00	3	30					1	1
	Sold Out: Lowest Rate to Clear per WXLV										
110	MTuWThF 7:30p-8:00p Family Feud	PA	\$150.00	3	30		1	1			2
	Sold Out: Lowest Rate to Clear per WXLV										
111	W 7:00p-8:00p ABC Special	PA	\$300.00	4	30	1					1
	9/3: US Senatorial Debate										
112	M 8:00p-10:00p Bachelor Paradise	PT	\$300.00	3	30					1	1
113	M 10:00p-11:00p Shark Tank	PT	\$300.00	4	30					1	1
114	W 8:00p-9:00p The Goldbergs	PT	\$195.00	4	30	1					1

Buy Detail Report

Revision #: Date: 8/27/2014

Client: Hagan for Senate Media: TV Product: General Market: Greensboro-Winston Salem	Estimate: 755 Description: Hagan for Senate 9/3-8/2014 TV Flight Start Date: 9/3/2014 05:00 AM Flight End Date: 9/8/2014 12:00 AM Survey: Nov13 DMA Nielsen Live+SD Buyer: Caroline Bahng	Vendor: WXLV-TV 3500 Myer Lee Drive Winston-Salem, NC 27101 Phone: 336-722-4545 Fax: 336-723-8217 Affiliation: ABC
Separation between spots: 30		Send Billing To: Screen Strategies Media 11150 Fairfax Blvd Suite 505 Fairfax, VA 22030 Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Wed 9/3	Thu 9/4	Fri 9/5	Sun 9/7	Mon 9/8	Total Spots
WXLV-TV											
115	W 10:00p-11:00p Modern Family	PT	\$380.00	4	30	1					1
	Sold Out: Lowest Rate to Clear per WXLV										
116	Th 10:00p-11:00p Shark Tank	PT	\$500.00	4	30		1				1
	Sold Out: Lowest Rate to Clear per WXLV										
117	F 9:00p-10:00p Shark Tank	PT	\$195.00	4	30			1			1
	Sold Out: Lowest Rate to Clear per WXLV										
118	F 10:00p-11:00p 20/20	PT	\$315.00	3	30			1			1
	Sold Out: Lowest Rate to Clear per WXLV										
119	Su 8:00p-10:00p Wipeout	PT	\$790.00	3	30				1		1
	Sold Out: Lowest Rate to Clear per WXLV										
120	Su 10:00p-11:00p Shark Tank	PT	\$140.00	4	30				1		1
121	MTuWThF 11:00p-11:35p WXLV 11p News	LN	\$40.00	4	30	1	1	1		1	4
Total Cost:						Total Spots:	6	5	6	2	6
											25
											25

Signature: _____

Disclaimer:

C# 1913272

Buy Detail Report

Revision #: Date: 8/27/2014

Client: Hagan for Senate Estimate: 755 Vendor: WXLV-TV Send Billing To: Screen Strategies Media
 Media: TV Description: Hagan for Senate 9/3-8/2014 TV 3500 Myer Lee Drive 11160 Fairfax Blvd
 Product: General Flight Start Date: 9/3/2014 05:00 AM Suite 505
 Market: Greensboro-Winston Salem Flight End Date: 9/8/2014 12:00 AM Winston-Salem, NC 27101 Fairfax, VA 22030
 Survey: Nov13 DMA Nielsen Live+SD Phone: 703-272-7300
 Separation between spots: 30 Buyer: Caroline Bahng

Phone: 336-722-4545
 Fax: 336-723-8217

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Wed 9/3	Thu 9/4	Fri 9/5	Sun 9/7	Mon 9/8	Total Spots
WXLV-TV										
104	MTuWThF 7:00a-9:00a Good Morn America Sold Out: Lowest Rate to Clear per WXLV	EM	\$65.00	30	1	1	1		1	4
105	MTuWThF 11:00a-12:00p The View Sold Out: Lowest Rate to Clear per WXLV	DT	\$40.00	30					1	1
106	MTuWThF 12:00p-1:00p The Doctors	DT	\$20.00	30		1				1
107	MTuWThF 1:00p-2:00p The Chew	DT	\$15.00	30			1			1
108	MTuWThF 2:00p-3:00p General Hospital Sold Out: Lowest Rate to Clear per WXLV	DT	\$135.00	30	1					1
109	MTuWThF 7:00p-7:30p Family Feud Sold Out: Lowest Rate to Clear per WXLV	PA	\$130.00	30					1	1
110	MTuWThF 7:30p-8:00p Family Feud Sold Out: Lowest Rate to Clear per WXLV	PA	\$150.00	30		1	1			2
111	W 7:00p-8:00p ABC Special 9/3: US Senatorial Debate	PA	\$300.00	30	1					1
112	M 8:00p-10:00p Bachelor Paradise	PT	\$300.00	30					1	1
113	M 10:00p-11:00p Shark Tank	PT	\$300.00	30					1	1
114	W 8:00p-8:00p The Goldbergs	PT	\$195.00	30	1					1

Buy Detail Report

Revision #: Date: 8/27/2014

Client:	Hagan for Senate	Estimate:	755	Vendor:	WXLV-TV	Send Billing To:	Screen Strategies Media	
Media:	TV	Description:	Hagan for Senate 9/3-8/2014 TV		3500 Myer Lee Drive	11150 Fairfax Blvd		
Product:	General	Flight Start Date:	9/3/2014	05:00 AM		Suite 605		
Market:	Greensboro-Winston Salem	Flight End Date:	9/8/2014	12:00 AM	Winston-Salem, NC 27101	Fairfax, VA 22030		
		Survey:	Nov13 DMA Nielsen Live+SD				Phone:	703-272-7300
Separation between spots:	30	Buyer:	Caroline Bahng					

Phone: 336-722-4545
Fax: 336-723-8217

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Wed 9/3	Thu 9/4	Fri 9/5	Sun 9/7	Mon 9/8	Total Spots
WXLV-TV										
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Sold Out: Lowest Rate to Clear per WXLV										
116	Th 10:00p-11:00p Shark Tank	PT	\$500.00	30		1				1
Sold Out: Lowest Rate to Clear per WXLV										
117	F 9:00p-10:00p Shark Tank	PT	\$195.00	30			1			1
Sold Out: Lowest Rate to Clear per WXLV										
118	F 10:00p-11:00p 20/20	PT	\$315.00	30			1			1
Sold Out: Lowest Rate to Clear per WXLV										
119	Su 8:00p-10:00p Wipeout	PT	\$790.00	30				1		1
Sold Out: Lowest Rate to Clear per WXLV										
120	Su 10:00p-11:00p Shark Tank	PT	\$140.00	30				1		1
121	MTuWThF 11:00p-11:35p WXLV 11p News	LN	\$40.00	30	1	1	1		1	4
Total Cost:				Total Spots:	6	5	6	2	6	25
										25

Signature: _____

Disclaimer:

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: WXLV-TV	Date: 8/28/2014
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I, Screen Strategies Media,

being/on behalf of: Kay Hagan,

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): \$3,803.75

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

Hagan for U.S. Senate Inc

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:

Dwight Davidson

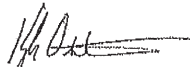
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

8/28/2014

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Matthew Bown

Printed Name

GSM

Title