

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Screen Strategies Media-Fairfax
1150 Fairfax Blvd
Site 505
Fairfax, VA 22030

Contract # 1955602
Schedule Dates 10/21/14-10/26/14
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 1307
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Hagan for Senate Estimate 1307
10/2010/26/2014 TV

Date Entered 10/20/14
Last Modified 10/20/14
Entered By Lisa Carter
CO-OP Yes
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$638.25
Net Total \$3,616.75
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Oct 2014
Spots 21
Rate \$4,255.00
Grand Total: 21 \$4,255.00

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 (9)	10/21/14-10/24/14	3	:30	7A- ABC-Good Morning America	2		2	2	2				8	\$50.00	\$400.00	Greensboro (WXLV)	GMA	10/20/14
2.0	Normal Line / SPOT (21)	10/22/14-10/23/14	3	:30	10A- Queen Latifah	2		1	1					2	\$30.00	\$60.00	Greensboro (WXLV)	QUEEN LATIFAH	10/20/14
3.0	Normal Line / SPOT (28)	10/21/14-10/23/14	1	:30	12P- The Doctors	2		1	1					2	\$70.00	\$140.00	Greensboro (WXLV)	THE DOCTORS	10/20/14
4.0	Normal Line / SPOT (29)	10/23/14-10/24/14	1	:30	12:57:56P- ABC-The Chew	2			1	1				2	\$65.00	\$130.00	Greensboro (WXLV)	THE CHEW	10/20/14
5.0	Normal Line / SPOT (30)	10/21/14-10/24/14	2	:30	10:58:25A- ABC-The View	2		1	1	1				2	\$160.00	\$320.00	Greensboro (WXLV)	THE VIEW	10/20/14
6.0	Normal Line / SPOT (36)	10/23/14-10/24/14	2	:30	2P- ABC-General Hospital	2			1	1				2	\$170.00	\$340.00	Greensboro (WXLV)	GH	10/20/14
7.0	Normal Line / Prime (41)	10/26/14-10/26/14	2	:30	9P- ABC-Resurrection (Sunday)	1							1	\$1,225.00	\$1,225.00	Greensboro (WXLV)	RESURRECTION	10/20/14	
8.0	Normal Line / Prime (42)	10/26/14-10/26/14	2	:30	8P- ABC-Once Upon A Time (Sunday)	1							1	\$1,550.00	\$1,550.00	Greensboro (WXLV)	ONCE UPON A TIME	10/20/14	
9.0	Normal Line / SPOT (7)	10/25/14-10/25/14	1	:30	8A- ABC-Good Morning American Saturday	1						1		\$90.00	\$90.00	Greensboro (WXLV)	GMA	10/20/14	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Meredith Brewer 10/23/14

Buy Detail Report

195500-1

Revision #:

Date: 10/17/2014

Send Billing To: Screen Strategies Media

11150 Fairfax Blvd

Suite 505

Fairfax, VA 22030

Phone: 703-272-7300

Client: Hagan for Senate
 Media: TV
 Product: General
 Market: Greensboro-Winston Salem
 Separation between spots: 15
 Estimate: 1307
 Description: Hagan for Senate 10/20-26/2014 TV Add #3
 Flight Start Date: 10/20/2014 05:00 AM
 Flight End Date: 10/26/2014 12:00 AM
 Survey: Nov/13 DMA Nielsen Live+3
 Buyer: Caroline Bahng
 Vendor: WXLV-TV
 3500 Myer Lee Drive
 Winston-Salem, NC 27101
 Phone: 336-722-4545
 Fax: 336-723-8217
 Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
7	WXLV-TV Sa 8:00a-9:00a Good Morning Sat	EM	\$45.00 910	30					1	X	1
9	Sold Out: Lowest Rate to Clear per WXLV MTWThF 7:00a-9:00a Good Morn America	EM	\$50.00 /	30	2	2	2	2			8
21	Sold Out: Lowest Rate to Clear per WXLV MTWThF 10:00a-11:00a Queen Latifah	DT	\$30.00 /	30		1	1	1			2
28	Sold Out: Lowest Rate to Clear per WXLV MTWThF 12:00p-1:00p The Doctors	DT	\$70.00	30	1	1	1	1			2
29	Sold Out: Lowest Rate to Clear per WXLV MTWThF 1:00p-2:00p The Chew	DT	\$65.00	30			1	1			2
30	Sold Out: Lowest Rate to Clear per WXLV MTWThF 11:00a-12:00p The View	DT	\$80.00 140	30	1	X		1	X		2
36	Sold Out: Lowest Rate to Clear per WXLV MTWThF 2:00p-3:00p General Hospital	DT	\$115.00 170	30			1	X			2
41	Sold Out: Lowest Rate to Clear per WXLV Su 9:00p-10:00p Resurrection	PT	\$1,225.00 /	30					1	/	1
42	Sold Out: Lowest Rate to Clear per WXLV Su 8:00p-9:00p Once Upon a Time	PT	\$1,550.00 /	30					1	/	1

Increase to 315
 at 10/15/14

Buy Detail Report

Revision #: Date: 10/17/2014

Send Billing To: Screen Strategies Media

11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300

Client: Hagan for Senate Estimate: 1307 Vendor: WXLV-TV
 Media: TV Description: Hagan for Senate 10/20-26/2014 TV Add #3 3500 Myer Lee Drive
 Product: General Flight Start Date: 10/20/2014 05:00 AM
 Market: Greensboro-Winston Salem Flight End Date: 10/26/2014 12:00 AM Winston-Salem, NC 27101
 Separation between spots: 15 Survey: Nov13 DMA Nielsen Live+3
 Buyer: Caroline Bahng Affiliation: ABC
 Phone: 336-722-4545
 Fax: 336-723-8217

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
				Dur	10/21	10/22	10/23	10/24	10/25	10/26	

WXLV-TV Sold Out Lowest Rate to Clear per WXLV
 Total Cost: \$3,940.00 Total Spots: 4 3 6 5 1 2

Signature: _____

Total Spots

21
21

Disclaimer:

Buy Detail Report

Revision #: Date: 10/17/2014

Client: Hagan for Senate

Estimate: 1307

Vendor: WMMV-TV

Media: TV

Description: Hagan for Senate 10/20-26/2014 TV Ad #3

3500 Myer Lee Drive

Product: General

Winston-Salem, NC 27101

Market: Greensboro-Winston Salem

Flight Start Date: 10/20/2014 05:00 AM

Suite 505

Separation between spots: 15

Flight End Date: 10/26/2014 12:00 AM

Fairfax, VA 22030

Buyer: Caroline Bahng

Survey: Nov13 DMA Nielsen Live+3

Phone: 703-272-7300

Phone: 336-722-4545

Fax: 336-723-8217

Affiliation: MyNetwork

Send Billing To: Screen Strategies Media
11150 Fairfax Blvd
Fairfax, VA 22030

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Total Spots
WMMV-TV									
16	MTWThF 11:00a-12:00p	DT	\$30.00 /	30		1 /	1 /		2
	Maury Povich								
17	MTWThF 2:00p-3:00p	DT	\$45.00 /	30	1 /			1 /	2
	Judge Faith								
51	Sold Out Lowest Rate to Clear per WMMV	LF	\$80.00 /	30	1 /			1 /	2
	MTWThF 12:00a-12:30a								
	Mike & Molly								
52	Sold Out Lowest Rate to Clear per WMMV	LF	\$80.00 /	30		1 /	1 /	1 /	3
	MTWThF 11:00p-11:30p								
	House of Payne								
53	Sold Out Lowest Rate to Clear per WMMV	LF	\$100.00 /	30	1 /	1 /		1 /	3
	MTWThF 11:30p-12:00a								
	House of Payne								
	Sold Out Lowest Rate to Clear per WMMV								
	Total Cost:		\$850.00	Total Spots:	3	3	3	3	12
					3	3	3	3	12

Signature: _____

Disclaimer:

Lisa Carter

From: Caroline Bahng <Caroline@ScreenStrategies.com>
Sent: Monday, October 20, 2014 10:46 AM
To: Matthew Bowman WXLV
Cc: Lisa Carter
Subject: RE: Scanned image from MX-M363N

Hi Matt,

The rate changes for WXLV are fine.

Thanks!

-----Original Message-----

From: Matthew Bowman WXLV [mailto:mkbowman@sbgstv.com]
Sent: Monday, October 20, 2014 10:31 AM
To: Caroline Bahng
Cc: Lisa Carter
Subject: FW: Scanned image from MX-M363N
Importance: High

WXLV has some rate/clearance concerns.

Let me know how you want to move forward. I need to get the adds for tomorrow done before 11a.

Thanks,
Matt

-----Original Message-----

From: MX-M363N@ [mailto:sbgnet.com MX-M363N@sbgnet.com]
Sent: Monday, October 20, 2014 11:05 AM
To: Matthew Bowman WXLV
Subject: Scanned image from MX-M363N

Reply to: MX-M363N@sbgnet.com <MX-M363N@sbgnet.com> Device Name: Studio bldg. Sinclair Broadcasting Device Model: MX-M363N

Location: Winston Salem, NC

File Format: PDF MMR(G4)

Resolution: 300dpi x 300dpi

Attached file is scanned image in PDF format.

Use Acrobat(R)Reader(R) or Adobe(R)Reader(R) of Adobe Systems Incorporated to view the document.

Adobe(R)Reader(R) can be downloaded from the following URL:

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<http://www.adobe.com/>

Buy Detail Report

1455612

Revision #:

Date: 10/17/2014

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

Estimate: 1307
 Description: Hagan for Senate 10/20-26/2014 TV Add #3
 Flight Start Date: 10/20/2014 05:00 AM
 Flight End Date: 10/26/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+3

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

Affiliation: ABC

Separation between spots: 15
 Buyer: Caroline Bahng
 Phone: 336-722-4545
 Fax: 336-723-8217

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
7	WXLV-TV Sa 8:00a-9:00a Good Morning Sat	EM	\$45.00	30					1		1
9	MTuWThF 7:00a-9:00a Good Morn America	EM	\$50.00	30	2	2	2	2			8
21	MTuWThF 10:00a-11:00a Queen Latifah	DT	\$30.00	30			1	1			2
28	MTuWThF 12:00p-1:00p The Doctors	DT	\$70.00	30	1		1				2
29	MTuWThF 1:00p-2:00p The Chew	DT	\$65.00	30			1	1			2
30	MTuWThF 11:00a-12:00p The View	DT	\$80.00	30	1			1			2
36	MTuWThF 2:00p-3:00p General Hospital	DT	\$115.00	30			1	1			2
41	Su 9:00p-10:00p Resurrection	PT	\$1,225.00	30					1		1
42	Su 8:00p-9:00p Once Upon a Time	PT	\$1,550.00	30					1		1

Buy Detail Report

Revision #:

Date: 10/17/2014

Client: Hagan for Senate

Estimate: 1307

Vendor: WXLV-TV

Send Billing To: Screen Strategies Media

Media: TV

Description: Hagan for Senate 10/20-26/2014 TV Add #3

3500 Myer Lee Drive

11150 Fairfax Blvd

Product: General

Flight Start Date: 10/20/2014 05:00 AM

Suite 505

Market: Greensboro-Winston Salem

Flight End Date: 10/26/2014 12:00 AM

Winston-Salem, NC 27101

Fairfax, VA 22030

Survey: Nov13 DMA Nielsen Live+3

Phone: 703-272-7300

Separation between spots: 15

Buyer: Caroline Bahng

Phone: 336-722-4545

Fax: 336-723-8217

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
				Dur	10/21	10/22	10/23	10/24	10/25	10/26	

WXLV-TV Sold Out: Lowest Rate to Clear per WXLV

Total Cost: \$3,940.00 ✓

Total Spots: 4 3 6 5 1 2

21 21 ✓

Disclaimer:

[Handwritten Signature]

Signature: _____

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: 10/17/2014
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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): \$3,349.00

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:

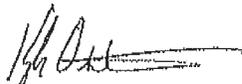
Dwight Davidson

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

10/17/2014



Date

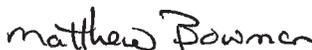
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected



asm

Signature

Printed Name

Title