

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="font-size: 1.2em; margin-top: 10px;">WGHP</div>	Date: <div style="font-size: 1.2em; margin-top: 10px;">9/17/14</div>
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I, Red Eagle Media Group

do hereby request station time concerning the following issue:

National Rifle Association - Political Victory Fund

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see schedule	see schedule	see schedule	see schedule	see schedule	see schedule

This broadcast time will be used by: National Rifle Association - PVF

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☒ **Yes** ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

General Election November 4, 2014

I represent that the payment for the above described broadcast time has been furnished by (name and address):

National Rifle Association, Attention: Wilson H. Phillips
11250 Waples Mill Road
Fairfax, VA 22030

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Wilson H. Phillips
Executive Vice President: Wayne LaPierre
Executive Director, ILA: Chris Cox

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.


The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

09/17/2014  (703) 683-4877
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 BENJAMIN O LOUIE VPD
Signature Printed Name Title

ORDER



Orders
Order / Rev: 768093
Alt Order #: 7369239
Product Desc: NRA-PVF 5100
Estimate: 5100
Flight Dates: 09/16/14 - 09/22/14
Original Date / Rev: 09/15/14 / 09/15/14
Order Type: GENERAL

WGHP-TV

Primary AE: Jamie Andrus
Sales Office: DC-T
Sales Region: NAT

Agency Name: Red Eagle Media Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser Name: National Rifle Assoc - Political Victory
Demographic: A25-54
Product Codes: PL2A - Issue/Republican
Priority: 4
Revenue Codes: SP-POL, PAC, POL

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/22/14	9	\$7,100.00	\$6,035.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	9	\$7,100.00	\$6,035.00	0.00
Totals	9	\$7,100.00	\$6,035.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGHP-TV	20%	\$7,100.00
Market	100%	\$35,500.00

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WFMY	30%	\$10,650.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	40%	\$14,200.00
WXLV	10%	\$3,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/16/14	09/19/14	M-F 630-7p Fox 8 News at 630p	CM-All	630-7p	-TWTF--	:30	4	\$600.004		0.00	NM	4	\$2,400.00
		<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	-TWTF--			4		\$600.00	0.00					
E 2	8	09/22/14	09/22/14	M-F 630-7p Fox 8 News at 630p	CM-All	630-7p	1-----	:30	1	\$600.004		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: 09/22/14	09/28/14	1-----			1		\$600.00	0.00					
E 3	8	09/22/14	09/22/14		CM-All	9p-10p	1-----	:30	1	\$1,400.004		0.00	NM	1	\$1,400.00

Order / Rev: 768093
Alt Order #: 7369239
Flight Dates: 09/16/14 - 09/22/14

Advertiser: National Rifle Assoc - Political Victory Fl
Product Desc: NRA-PVF 5100
Estimate: 5100

WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Monday Prime B															
Sleepy Hollow 9-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	1-----					1	\$1,400.00		0.00			
E 4	8	09/16/14	09/18/14	LN (M-F)	CM-All	10-1035p	-T-T---	:30	2	\$900.004		0.00	NM	2	\$1,800.00
				Late News M-F	(10:00 PM-10:35 PM)										
		<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	-T-T---					2	\$900.00		0.00			
E 5	8	09/22/14	09/22/14	LN (M-F)	CM-All	10-1035p	1-----	:30	1	\$900.004		0.00	NM	1	\$900.00
				Late News M-F	(10:00 PM-10:35 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	1-----					1	\$900.00		0.00			
													Totals	9	\$7,100.00