

ORDER



WSFX

Orders
Order / Rev: 1604641
Alt Order #: 08427039
Product Desc: SENATE LDRSHP FUND
Estimate: 4267
Flight Dates: 10/28/16 - 11/07/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: Political

Primary AE: Matthew Wurm
Sales Office: H-DC
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W Pennsylvania Ave, Suite 250
 Towson, MD 21204

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

Advertiser Name: ISS/Senate Leadership Fund
Demographic: A35+
Product Codes: PL20
Priority: P 2
Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	6	\$1,330.00	\$1,130.50
10/31/16	11/07/16	46	\$14,460.00	\$12,291.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	6	\$1,330.00	\$1,130.50	0.00
November 2016	46	\$14,460.00	\$12,291.00	0.00
Totals	52	\$15,790.00	\$13,421.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WSFX	10/28/16	11/04/16	Late Run News@ 10pm Qommm Late News @ 10pm (M-F)	Comm	10:30pm-1am	----2--	:30	2	\$500.00	P 2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----2--		2				\$500.00		0.00			
		Week: 10/31/16	11/06/16	----2--		2				\$500.00		0.00			
E 2	WSFX	10/28/16	11/04/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	----2--	:30	2	\$75.00	P 2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----2--		2				\$75.00		0.00			
		Week: 10/31/16	11/06/16	----2--		2				\$75.00		0.00			
E 3	WSFX	10/28/16	11/04/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	----1--	:30	1	\$80.00	P 2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--		1				\$80.00		0.00			
		Week: 10/31/16	11/06/16	----2--		2				\$80.00		0.00			
E 4	WSFX	10/28/16	11/04/16	M-F 6-7p M-F 6-7p	Comm	6-7p	----1--	:30	1	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--		1				\$100.00		0.00			
		Week: 10/31/16	11/06/16	----2--		2				\$100.00		0.00			
E 5	WSFX	10/31/16	11/07/16	News @ 10-11pm (M-F)Comm News @ 10-11pm (M-F)	Comm	10-11pm	2-----	:30	2	\$500.00	P 2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	2-----		2				\$500.00		0.00			

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Advertiser: ISS/Senate Leadership Fund
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 WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WSFX	10/31/16	11/07/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	2-----	:30	2	\$500.00	P 2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	2-----					2	\$500.00		0.00			
E 6	WSFX	10/31/16	11/07/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	2-----	:30	2	\$75.00	P 2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	2-----					2	\$75.00		0.00			
		Week: 11/07/16	11/13/16	2-----					2	\$75.00		0.00			
E 7	WSFX	10/31/16	11/07/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	1-----	:30	1	\$80.00	P 2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$80.00		0.00			
		Week: 11/07/16	11/13/16	2-----					2	\$80.00		0.00			
E 8	WSFX	10/31/16	11/07/16	M-F 6-7p M-F 6-7p	Comm	6-7p	1-----	:30	1	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$100.00		0.00			
		Week: 11/07/16	11/13/16	2-----					2	\$100.00		0.00			
E 9	WSFX	10/31/16	11/07/16	Mon Hour 1 Mon Hour 1	Comm	8-9p	1-----	:30	1	\$800.00	P 2	0.00	NM	3	\$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: 10/31/16	11/06/16	1-----					1	\$800.00		0.00			
		Week: 11/07/16	11/13/16	2-----					2	\$800.00		0.00			
E 10	WSFX	11/03/16	11/03/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	---2---	:30	2	\$500.00	P 2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---2---					2	\$500.00		0.00			
E 11	WSFX	11/03/16	11/03/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	---2---	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---2---					2	\$75.00		0.00			
E 12	WSFX	11/03/16	11/03/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	---1---	:30	1	\$80.00	P 2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---					1	\$80.00		0.00			
E 13	WSFX	11/03/16	11/03/16	M-F 6-7p M-F 6-7p	Comm	6-7p	---1---	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---					1	\$100.00		0.00			
E 14	WSFX	11/03/16	11/03/16	Thu Hour 1 Th Hour 1	Comm	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---1---	:30	1	\$600.00	P 2	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: 10/31/16	11/06/16	---1---					1	\$600.00		0.00			
E 15	WSFX	11/01/16	11/01/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	-2-----	:30	2	\$500.00	P 2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-2-----					2	\$500.00		0.00			
E 16	WSFX	11/01/16	11/01/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	-2-----	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-2-----					2	\$75.00		0.00			
E 17	WSFX	11/01/16	11/01/16	M-F 6-7p M-F 6-7p	Comm	6-7p	-1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-1-----					1	\$100.00		0.00			
E 18	WSFX	11/02/16	11/02/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	--2----	:30	2	\$500.00	P 2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 18	WSFX	11/02/16	11/02/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	--2----	:30	2	\$500.00	P 2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	--2----		2			\$500.00			0.00			
E 19	WSFX	11/02/16	11/02/16	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	--2----	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	--2----		2			\$75.00			0.00			
E 20	WSFX	11/02/16	11/02/16	SYN 4-5pm M-F Steve Harvey	Comm	4-5pm M-F	--1----	:30	1	\$80.00	P 2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	--1----		1			\$80.00			0.00			
E 21	WSFX	11/02/16	11/02/16	M-F 6-7p M-F 6-7p	Comm	6-7p	--1----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	--1----		1			\$100.00			0.00			
E 22	WSFX	11/02/16	11/02/16	Wed Hour 1 Wed Hour 1	Comm	8-9p	--2----	:30	2	\$600.00	P 2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	--2----		2			\$600.00			0.00			
E 23	WSFX	11/02/16	11/02/16	Wed Hour 2 Wed Hour 2	Comm	9-10P	--1----	:30	1	\$2,000.00	P 2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	--1----		1			\$2,000.00			0.00			
Totals														52	\$15,790.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WSFX Wil'm NC	Date: 10/28/16
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I, Katelyn Brawn

do hereby request station time concerning the following issue:

Senate Leadership Fund

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

See attached

10/28 - 11/7/16
 13,421.50 net

This broadcast time will be used by: Senate Leadership Fund

**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):

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

Senate Leadership Fund
45 North Hill Dr, Ste 100
Warrenton, VA 20186

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):

Steven Law, President
Caleb Crosby, Treasurer

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):

Senate Leadership Fund
45 North Hill Dr, Ste 100
Warrenton, VA 20186

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):

Steven Law, President
Galeb Crosby, Treasurer

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)

3-31-16 [Signature] 702-525-7360
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Charlotte Cohen GM
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

Attach proposed schedule with charges (if available): **\$15,790⁰⁰ gross**

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.