

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

Becker for Senate

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:

Debra Lickel

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**

9/15/15

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

William T. Perry  
Printed Name

GM  
Title

## 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> <u>WRLH-TV</u>	<b>Date:</b> <u>9/9/15</u>
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I, Shorr Johnson Magnus  
 being/on behalf of: Dan Gecker  
 a legally qualified candidate of the Democratic  
 political party for the office of: Virginia State Senate  
 in the General  
 election to be held on: November 3, 2015  
 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): \$ 6,523.75



WRLH FOX Richmond  
1925 Westmoreland St  
Richmond, VA 23230

Daniel Gecker for VA State Senate-D  
100 North 20th Street  
Suite 201

# Contract # 2234904

Schedule Dates

09/10/15-09/16/15

Advertiser

Daniel Gecker for VA State Senate-D (105296)

Agency

Shorr Johnson Megnus (1504)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

GECKER FOR ST SENATE (758686)

Salesperson

Millennium/Dc, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

DETTORE,MIKE

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency BRD

Billing Type

Standard

Comments

GECKER FOR ST SENATE

JARED SALES

Date Entered 09/09/15

Last Modified

09/09/15

Entered By

Jason Baumgarten

CO-OP

No

Headline #

ECR10676135

Demo

A35+

Order Type

Normal

Package Deal

Normal

Commission %

15.00

Commission

\$1,151.25

Net Total

\$6,523.75

Sales Tax

Richmond (WRLH)

By Broadcast Month

Sep. 2015

Grand Total:

Spots

Rate

55

\$7,675.00

55

\$7,675.00

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 (1)	09/10/15-09/11/15	2	:30	10A-11A (EST)					1	1			2	\$75.00	\$150.00	Richmond (WRLH)	MAURY	9/9/15
2.0	Normal Line / SPOT (2)	09/10/15-09/11/15	2	:30	5P-6P (EST)					1	1			2	\$175.00	\$350.00	Richmond (WRLH)	J JUDY	9/9/15
3.0	Normal Line / SPOT (3)	09/10/15-09/11/15	2	:30	4P-5P (EST)					1	1			2	\$100.00	\$200.00	Richmond (WRLH)	MAURY	9/9/15
4.0	Normal Line / SPOT (4)	09/10/15-09/11/15	3	:30	7P-7:30P (EST)					1	1			2	\$225.00	\$450.00	Richmond (WRLH)	BBT	9/9/15
5.0	Normal Line / SPOT (5)	09/10/15-09/11/15	3	:30	7:30P-8P (EST)					1	1			2	\$225.00	\$450.00	Richmond (WRLH)	BBT	9/9/15
6.0	Normal Line / News (6)	09/10/15-09/11/15	3	:30	10P-10:30P (EST)					1	1			2	\$190.00	\$380.00	Richmond (WRLH)	NEWS	9/9/15
7.0	Normal Line / News (7)	09/13/15-09/13/15	2	:30	10P-10:30P (EST)							1		1	\$300.00	\$300.00	Richmond (WRLH)	NEWS	9/9/15
8.0	Normal Line / News (8)	09/10/15-09/11/15	3	:30	10:30P-11P (EST)					1	1			2	\$190.00	\$380.00	Richmond (WRLH)	NEWS	9/9/15
9.0	Normal Line / Sports/Other (9)	09/13/15-09/13/15	2	:30	10:30A-Sports-Inside The Redskins							1		1	\$50.00	\$50.00	Richmond (WRLH)	INSIDE REDSKINS	9/9/15
10.0	Normal Line / News (10)	09/10/15-09/11/15	3	:30	7A-8A (EST)					1	1			2	\$20.00	\$40.00	Richmond (WRLH)	NEWS	9/9/15
11.0	Normal Line / SPOT (11)	09/10/15-09/11/15	3	:30	6P-6:30P (EST)					1	1			2	\$90.00	\$180.00	Richmond (WRLH)	FAM FEUD	9/9/15
12.0	Normal Line / SPOT (12)	09/10/15-09/11/15	3	:30	6:30P-7P (EST)					1	1			2	\$90.00	\$180.00	Richmond (WRLH)	FAM FEUD	9/9/15
13.0	Normal Line / Football (13)	09/12/15-09/12/15	3	:30	3P-11P (EST)							2		2	\$150.00	\$300.00	Richmond (WRLH)	COLLEGE FOOTBALL	9/9/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WRLH FOX Richmond  
1925 Westmoreland St  
Richmond, VA 23230

Daniel Gecker for VA State Senate-D  
100 North 20th Street  
Suite 201

## Contract # 2234904

Schedule Dates

09/10/15-09/16/15

Advertiser

Daniel Gecker for VA State Senate-D (105296)

Agency

Shorr Johnson Magnus (1504)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

GECKER FOR ST SENATE (758686)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

DETTORE, MIKE

Phone/Fax

/

CPE

N/A

Account Types

National/Political Candidate Agency BRD

Billing Type

Standard

Comments

GECKER FOR ST SENATE  
JARED SALES

## Richmond (WRLH)

By Broadcast Month

Sep. 2015

Grand Total:

Spots

Rate

55

\$7,675.00

55

\$7,675.00

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
14.0	Normal Line / Baseball (14)	09/12/15-09/12/15	3	:30	12:30P- Sports-FOX MLB							1		1	\$125.00	\$125.00	Richmond (WRLH)		9/9/15
15.0	Normal Line / SPOT (2)	09/14/15-09/16/15	2	:30	10A- 11A (EST)		1	1	1					3	\$75.00	\$225.00	Richmond (WRLH)	MAURY	9/9/15
16.0	Normal Line / SPOT (2)	09/14/15-09/16/15	2	:30	5P- 6P (EST)		1	1	1					3	\$175.00	\$525.00	Richmond (WRLH)	J JUDY	9/9/15
17.0	Normal Line / SPOT (3)	09/14/15-09/16/15	2	:30	4P- 5P (EST)		1	1	1					3	\$100.00	\$300.00	Richmond (WRLH)	MAURY	9/9/15
18.0	Normal Line / SPOT (4)	09/14/15-09/16/15	3	:30	7P- 7:30P (EST)		1	1	1					3	\$225.00	\$675.00	Richmond (WRLH)	BBT	9/9/15
19.0	Normal Line / SPOT (5)	09/14/15-09/16/15	3	:30	7:30P- 8P (EST)		1	1	1					3	\$225.00	\$675.00	Richmond (WRLH)	BBT	9/9/15
20.0	Normal Line / News (6)	09/14/15-09/16/15	2	:30	10P- 10:30P (EST)		1	1	1					3	\$190.00	\$570.00	Richmond (WRLH)	NEWS	9/9/15
21.0	Normal Line / News (8)	09/14/15-09/16/15	3	:30	10:30P- 11P (EST)		1	1	1					3	\$190.00	\$570.00	Richmond (WRLH)	NEWS	9/9/15
22.0	Normal Line / News (10)	09/14/15-09/16/15	3	:30	7A- 8A (EST)		1	1	1					3	\$20.00	\$60.00	Richmond (WRLH)	NEWS	9/9/15
23.0	Normal Line / SPOT (11)	09/14/15-09/16/15	3	:30	6P- 6:30P (EST)		1	1	1					3	\$90.00	\$270.00	Richmond (WRLH)	FAM FEUD	9/9/15
24.0	Normal Line / SPOT (12)	09/14/15-09/16/15	3	:30	6:30P- 7P (EST)		1	1	1					3	\$90.00	\$270.00	Richmond (WRLH)	FAM FEUD	9/9/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sjg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

# ORDER WORKSHEET

Rep Order# 10676135	Ver# 1	Status New	Traffic Order#	Printed: 09/09/15 11:13 AM	1 of 2
EC'd Yes				Last Received: 09/09/15 11:11 AM	
Station WRLH-TV RICHMOND, VA	Advertiser (NW80) POLITICAL	Product GECKER FOR ST SENATE	Agency (SHOR) SHOR JOHNSON MAGNUS	Showing Buylines:	All Rep Changes or Last Station Changes
Estimate#	Buyer MIKE DETTORE		100 NORTH 20TH STREET, SUITE 201	Rep Firm MILLENNIUM SALES & MARKETING	
			PHILADELPHIA, PA 19103	Sales Office (DC) WASHINGTON	
			Agency C/P1/P2/E	Salesperson (JSA) JARED SALLES-MILL	
			Flight Dates 09/10/15-09/16/15	Sales Assistant	
				Salesperson Phone# 202-955-5342	
				Salesperson Fax#	

## --- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

NEW ORDER

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/TMP
1	09/10-09/16	10A-11A	MAURY	30	\$75.00	Th-F, M-W 5	1	5	5	\$375.00	-
2	09/10-09/16	5P-6P	J JUDY	30	\$175.00	Th-F, M-W 5	1	5	5	\$875.00	-
3	09/10-09/16	4P-5P	MAURY	30	\$100.00	Th-F, M-W 5	1	5	5	\$500.00	-
4	09/10-09/16	7P-730P	BBT	30	\$225.00	Th-F, M-W 5	1	5	5	\$1,125.00	-
5	09/10-09/16	730P-8P	BBT	30	\$225.00	Th-F, M-W 5	1	5	5	\$1,125.00	-
6	09/10-09/16	10P-1030P	NEWS	30	\$190.00	Th-F, M-W 5	1	5	5	\$950.00	-
7	09/13-09/13	10P-1030P	NEWS	30	\$300.00	Su	1	1	1	\$300.00	-
8	09/10-09/16	1030P-11P	NEWS	30	\$190.00	Th-F, M-W 5	1	5	5	\$950.00	-
9	09/13-09/13	1130A-12P	INSIDE REDSKINS	30	\$50.00	Su	1	1	1	\$50.00	-
10	09/10-09/16	7A-8A	NEWS	30	\$20.00	Th-F, M-W 5	1	5	5	\$100.00	-
11	09/10-09/16	6P-630P	FAM FEUD	30	\$50.00	Th-F, M-W 5	1	5	5	\$450.00	-

# ORDER WORKSHEET

Rep Order# 10676135 Ver# 1 Status New

Traffic Order#

Printed: 09/09/15 11:13 AM  
Last Received: 09/09/15 11:11 AM  
Showing Buylines: All Rep Changes or Last Station Changes

2 of 2

Station WRLH-TV RICHMOND, VA  
Advertiser (NW80) POLITICAL  
Product GECKER FOR ST SENATE  
Estimate#  
Buyer MIKE DETTORE

Agency (SHOR) SHORR JOHNSON MAGNUS  
100 NORTH 20TH STREET, SUITE 201  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/10/15-09/16/15

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (USA) JARED SALES-MILL  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/TWP
12	09/10-09/16	630P-7P	FAM FEUD	30	\$90.00	Th-F, M-W	5	1	5	\$450.00	-
13	09/12-09/12	3P-11P	COLLEGE FOOTBALL	30	\$150.00	Sa	2	1	2	\$300.00	-
14	09/12-09/12	7P-8P	BB7	30	\$125.00	Sa	1	1	1	\$125.00	-

my mibon fax 3  
Sat 1230-4p

## REPORT TOTALS--

Report Totals: 55 / \$7,675.00

## SALES MONTHLY TOTALS--

Sep2015: 55 / \$7,675.00

Order Totals: 55 / \$7,675.00

## COMPETITIVE--

Total GRPS: 0.0

Market Totals

\$44,261.82

CABL

.00%

ERLH

.00%

UNKN

.00%

WAPB

.00%

#RIC

21.15%

WRLH

17.34%

WTVR

29.36%

MUPV

.00%

WMBT

32.15%

## COMPETITIVE COMMENTS--

SH ACC

Books [null]

Demos RA35-P

## CREDIT RISK--

STANDARD CREDIT TERMS

## 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> <span style="font-size: 1.2em; margin-left: 150px;">WRHH-TV</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">9/9/15</span>
--	--

I, Shorr Johnson Magnus,

being/on behalf of: Dan Gecker,

a legally qualified candidate of the Democratic

political party for the office of: Virginia State Senate

in the General

election to be held on: November 3, 2015

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): \$ 6,566.25

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

Gecker for Senate

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:

Beth Lewellyn

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***

3/16/15

Date

[Signature]

Signature

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

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title