



WGGB-TV
1300 Liberty St
Springfield, MA 01104

Market Mentors
30 Capital Dr Suite C
West Springfield, MA 01089

Contract # 508719
Schedule Dates 08/28/14-09/09/14
Advertiser Anthony Gulluni For DA (29973)
Agency Market Mentors (1271)
Product POLITICAL CANDIDATE (1186)
Brand Political (174590)
Salesperson Jerry, Josephs (2278)
Sales Office WGGB
Buyer Name Abdow,Michelle
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 08/27/14
Last Modified 08/28/14
Entered By Jerry Josephs
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,361.75
Net Total \$13,383.25
Sales Tax

Springfield MA (WGGB)

By Broadcast Month	Spots	Rate
Aug. 2014	19	\$2,660.00
Sep. 2014	81	\$13,085.00
Grand Total:	100	\$15,745.00

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	08/28/14-08/29/14	3	:30	6A- 7A (EST)						1	2		2	\$175.00	\$350.00	Springfield MA (WGGB)	NEWS	8/27/14
1.1	Normal Line / SPOT	08/28/14-08/29/14	3	:30	6A- 7A (EST)						2	2		2	\$175.00	\$350.00	Springfield MA (WGGB)	NEWS	8/27/14
1.1.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
1.1.2	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
2.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	6A- 7A (EST)		2	2	2	2	2			10	\$175.00	\$1,750.00	Springfield MA (WGGB)	NEWS	8/27/14
3.0	Normal Line / SPOT	09/08/14-09/09/14	3	:30	6A- 7A (EST)		1	1						2	\$175.00	\$350.00	Springfield MA (WGGB)	NEWS	8/27/14
3.1	Normal Line / SPOT	09/08/14-09/09/14	3	:30	6A- 7A (EST)		2	2						4	\$175.00	\$700.00	Springfield MA (WGGB)	NEWS	8/27/14
4.0	Normal Line / SPOT	08/28/14-08/29/14	3	:30	7A- 9A (EST)						2	2		2	\$175.00	\$350.00	Springfield MA (WGGB)	GMA	8/27/14
4.0.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
4.0.2	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
5.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	7A- 9A (EST)		2	2	2	2	2			10	\$175.00	\$1,750.00	Springfield MA (WGGB)	GMA	8/27/14
6.0	Normal Line / SPOT	09/08/14-09/09/14	3	:30	7A- 9A (EST)		2	2						4	\$175.00	\$700.00	Springfield MA (WGGB)	GMA	8/27/14
7.0	Normal Line / SPOT	08/28/14-08/29/14	3	:30	5P- 5:30P (EST)						1	1		1	\$175.00	\$175.00	Springfield MA (WGGB)	NEWS	8/27/14

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7.0.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
8.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	5P- 5:30P (EST)		1	1	1	1	1			5	\$175.00	\$875.00	Springfield MA (WGGB)	NEWS	8/27/14
9.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	5:30P- 6P (EST)		1	1	1	1	1			5	\$225.00	\$1,125.00	Springfield MA (WGGB)	NEWS	8/27/14
10.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	5:30P- 6P (EST)		1							1	\$225.00	\$225.00	Springfield MA (WGGB)	NEWS	8/27/14
11.0	Normal Line / SPOT	08/28/14-08/29/14	3	:30	6P- 6:30P (EST)					1	1			1	\$250.00	\$250.00	Springfield MA (WGGB)	NEWS	8/27/14
11.0.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
12.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	6P- 6:30P (EST)		1	1	1	1	1			5	\$250.00	\$1,250.00	Springfield MA (WGGB)	NEWS	8/27/14
13.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	6P- 6:30P (EST)		1							1	\$250.00	\$250.00	Springfield MA (WGGB)	NEWS	8/27/14
14.0	Normal Line / SPOT	09/06/14-09/07/14	3	:30	7A- 8A (EST)								1	1	\$75.00	\$75.00	Springfield MA (WGGB)	NEWS	8/27/14
15.0	Normal Line / SPOT	08/29/14-08/29/14	3	:30	12P- 12:30P (EST)						1			1			Springfield MA (WGGB)	NEWS	8/27/14
16.1	Normal Line / SPOT	08/28/14-08/29/14	3	:30	12P- 12:30P (EST)					1	1			1	\$125.00	\$125.00	Springfield MA (WGGB)	NEWS	8/27/14
16.1.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Missing Copy/Spot -	
17.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	12P- 12:30P (EST)		1	1	1	1	1			5	\$125.00	\$625.00	Springfield MA (WGGB)	NEWS	8/27/14

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18.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	12P- 12:30P (EST)	1		1						1	\$125.00	\$125.00	Springfield MA (WGGB)	NEWS	8/27/14
19.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	6:30P- 7P (EST)	1		1						1	\$250.00	\$250.00	Springfield MA (WGGB)	ABC NEWS	8/27/14
20.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	5P- 5:30P (EST)	1								1	\$175.00	\$175.00	Springfield MA (WGGB)	NEWS	8/27/14
21.0	Normal Line / SPOT	08/28/14-08/29/14	3	:30	5:30P- 6P (EST)					1	1			1	\$225.00	\$225.00	Springfield MA (WGGB)	NEWS	8/27/14
21.0.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
22.0	Normal Line / SPOT	08/28/14-08/29/14	3	:30	6:30P- 7P (EST)	1						1					Springfield MA (WGGB)	ABC NEWS	8/27/14
22.1	Normal Line / SPOT	08/28/14-08/29/14	3	:30	6:30P- 7P (EST)					1	1			1	\$250.00	\$250.00	Springfield MA (WGGB)	ABC NEWS	8/27/14
22.1.1	Closed Preempt	08/28/14															Springfield MA (WGGB)	Client Request/Spot -	
23.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	6:30P- 7P (EST)		1	1	1	1	1			5	\$250.00	\$1,250.00	Springfield MA (WGGB)	ABC NEWS	8/27/14
24.0	Normal Line / SPOT	08/28/14-08/29/14	3	:30	7P- 7:30P (EST)					1	1			2	\$100.00	\$200.00	Springfield MA (WGGB)	INSIDER	8/27/14
25.0	Normal Line / SPOT	09/01/14-09/05/14	4	:30	7P- 7:30P (EST)		1	1	1	1	1			4	\$100.00	\$400.00	Springfield MA (WGGB)	INSIDER	8/27/14
25.0.1	Closed Preempt	09/01/14															Springfield MA (WGGB)	Client Request/Spot -	
26.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	7P- 7:30P (EST)		1							1	\$100.00	\$100.00	Springfield MA (WGGB)	INSIDER	8/27/14
27.0	Normal Line / SPOT	08/30/14-09/07/14	3	:30	9A- 10A (EST)	1						X	X	2	\$75.00	\$150.00	Springfield MA (WGGB)	NEWS	8/27/14

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28.0	Normal Line / SPOT	08/29/14-08/29/14	3	:30	9A- 10A (EST)	1						X		1	\$60.00	\$60.00	Springfield MA (WGGB)	RACHAEL RAY	8/28/14
29.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	9A- 10A (EST)		1	1	1	1	1			5	\$60.00	\$300.00	Springfield MA (WGGB)	RACHAEL RAY	8/28/14
30.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	9A- 10A (EST)		1							1	\$60.00	\$60.00	Springfield MA (WGGB)	RACHAEL RAY	8/28/14
31.0	Normal Line / SPOT	08/30/14-09/06/14	4	:30	8A- 9A (EST)	1						X		2	\$100.00	\$200.00	Springfield MA (WGGB)	GMA	8/28/14
32.0	Normal Line / SPOT	08/31/14-09/07/14	3	:30	7A- 8A (EST)	1							X	2	\$75.00	\$150.00	Springfield MA (WGGB)	NEWS	8/28/14
33.0	Normal Line / SPOT	08/31/14-09/07/14	3	:30	8A- 9A (EST)	1							X	2	\$100.00	\$200.00	Springfield MA (WGGB)	GMA	8/28/14
34.0	Normal Line / SPOT	08/31/14-09/07/14	3	:30	9A- 10A (EST)								1	1	\$75.00	\$75.00	Springfield MA (WGGB)	NEWS	8/28/14
34.0.1	Closed Preempt	09/07/14															Springfield MA (WGGB)	Client Request/Spot -	
35.0	Normal Line / SPOT	08/31/14-09/07/14	3	:30	6P- 6:30P (EST)								1	2	\$150.00	\$300.00	Springfield MA (WGGB)	NEWS	8/28/14
36.0	Normal Line / SPOT	08/29/14-08/29/14	3	:30	7:30P- 8P (EST)						1			1	\$100.00	\$100.00	Springfield MA (WGGB)	MILLIONAIRE	8/28/14
37.0	Normal Line / SPOT	09/01/14-09/05/14	3	:30	7:30P- 8P (EST)		1	1	1	1	1			5	\$100.00	\$500.00	Springfield MA (WGGB)	MILLIONAIRE	8/28/14
38.0	Normal Line / SPOT	09/08/14-09/08/14	3	:30	7:30P- 8P (EST)		1							1	\$100.00	\$100.00	Springfield MA (WGGB)	MILLIONAIRE	8/28/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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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:	Date: 8/27/14
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I, MICHELLE ABDOU,
being/on behalf of: ANTHONY GOLLINI,
a legally qualified candidate of the DEMOCRAT
political party for the office of: HAMPSHIRE COUNTY DA
in the PRIMARY
election to be held on: SEPT. 9, 2014

do hereby request station time as follows: SEE ATTACHED ORDER

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

Attach proposed schedule with charges (if available):	<u>SEE ORDER</u>
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I represent that the payment for the above described broadcast time has been furnished by:

MARKET MENARDS, LLC

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:

MARIA BOWEN

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

8/27/14

Date

Updell Clark

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Joey Joseph

Printed Name

Sales Manager

Title