

# ORDER



**Orders**  
**Order / Rev:** 466965  
**Alt Order #:**  
**Product Desc:** March 25 election  
**Estimate:** March 25 election  
**Flight Dates:** 03/10/17 - 03/19/17  
**Original Date / Rev:** 03/09/17 / 03/09/17  
**Order Type:** GENERAL

**WGNO-TV**  
**Primary AE:** Jeannette Neves  
**Sales Office:** LOCAL  
**Sales Region:** Local

**Agency Name:** Carvin/Sedar Communications  
**Buying Contact:**  
**Billing Contact:**  
 36 Neron Place  
 New Orleans, LA 70118

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

**Advertiser Name:** Chase/D/Court of Appeals/4th D  
**Demographic:** A25-54  
**Product Codes:** PL1.c.i  
**Priority:** Default  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**New Business Thru:** 03/10/18  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/17	03/19/17	15	\$935.00	\$794.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2017	15	\$935.00	\$794.75	0.00
<b>Totals</b>	<b>15</b>	<b>\$935.00</b>	<b>\$794.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jeannette Neves	LOCAL	Local	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGNO-TV	10%	\$935.00
Market	100%	\$9,350.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KGLA	0%	\$0.00
UNKWN	90%	\$8,415.00
WDSU	0%	\$0.00
WHNO	0%	\$0.00
WLAE	0%	\$0.00
WNOL	0%	\$0.00
WPXL	0%	\$0.00
WUPL	0%	\$0.00
WWUE	0%	\$0.00
WWL	0%	\$0.00
WYES	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	03/10/17	03/17/17	M-F 5a-7a Good Morning New Orleans	CM	5a-7a	MTWTF--	:30	1	\$30.0004		0.00	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/06/17	03/12/17	----F--		1				\$30.00		0.00			
		Week: 03/13/17	03/19/17	MTWTF--		3				\$30.00		0.00			
N 2	26	03/10/17	03/17/17		CM	7a-9a	MTWTF--	:30	1	\$65.0004		0.00	NM	4	\$260.00

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 Flight Dates: 03/10/17 - 03/19/17

Advertiser: Chase/D/Court of Appeals/4th D  
 Product Desc: March 25 election  
 Estimate: March 25 election

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7a-9a											
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/06/17	03/12/17	----F--					1	\$65.00		0.00			
Week:		03/13/17	03/19/17	MTWTF--					3	\$65.00		0.00			
N 3	26	03/10/17	03/17/17	M-F 11a-1130a	CM	11a-1130a	MTWTF--	:30	1	\$65.0004		0.00	NM	5	\$325.00
				WGNO News @ 11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/06/17	03/12/17	----F--					1	\$65.00		0.00			
Week:		03/13/17	03/19/17	MTWTF--					4	\$65.00		0.00			
N 4	26	03/10/17	03/19/17	Su 10p-1030p	CM	10p-1030p	-----S	:30	1	\$115.0004		0.00	NM	2	\$230.00
				Su 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/06/17	03/12/17	-----S					1	\$115.00		0.00			
Week:		03/13/17	03/19/17	-----S					1	\$115.00		0.00			
													Totals	15	\$935.00

**TIFFANY CHASE - FOURTH DISTRICT CIRCUIT COURT OF APPEALS DIVISION C**  
 MARKET: New Orleans

*sun 3/19*

DAYPART	STATION	ROTATION	START	END	PROGRAM	LENGTH	UNIT RATE	RP55+	GRP	WEEK OF:	SPOTS	TRPS	\$
AM NEWS	WGNO	M-F	5:00 AM	7:00 AM	AM NEWS	:30	30	0.6	50.00	FR 3/10-FR 3/17	4	2.4	120.00
AM NEWS	WGNO	M-F	7:00 AM	9:00 AM	GOOD MORN AMERICA	:30	65	1.2	54.17		4	4.8	260.00
DAY	WGNO	M-F	11:00 AM	11:30 AM	MIDDAY NEWS	:30	65	1.5	43.33		5	7.5	325.00
LATE NEWS	WGNO	SUN	10:00 PM	10:35 PM	LATE NEWS	:30	115	2.0	57.50		2	4.0	230.00
											15	18.7	938.00

AGENCY 140.25  
 NET 794.75

## 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> WGN0-TV New Orleans, LA	<b>Date:</b> 3/9/17
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I, K. CARVIN

being/on behalf of: TIFFANY CHASE

a legally qualified candidate of the DEMOCRATIC

political party for the office of: JUDGE, FOURTH CIRCUIT, DIV. C

in the PRIMARY

election to be held on: 3/25/17

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**

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

The Committee to Elect Judge Tiffany G. Chase

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:

E. JOHN LITCHFIELD, CAMPAIGN CHAIRMAN

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**

3/9/17                      [Signature]                      CARVIN / SEDERUC  
Date    Signature

**To Be Signed By Station Representative**

Accepted                       Accepted in Part                       Rejected  
[Signature]                      Paula Diggle                      GM  
Signature    Printed Name    Title