

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
Totals	15	\$935.00	\$794.75	0.00

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
WVUE	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	CM	5a-7a	MTWTF--	:30	1	\$30.0004		0.00	NM	4	\$120.00
Good Morning New Orleans															
		<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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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		03/06/17	03/12/17	----F--					1	\$65.00		0.00			
Week: 03/13/17		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		03/06/17	03/12/17	----F--					1	\$65.00		0.00			
Week: 03/13/17		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		03/06/17	03/12/17	-----S					1	\$115.00		0.00			
Week: 03/13/17		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

DAY/PART	STATION	ROTATION	START	END	PROGRAM	LENGTH	UNIT RATE	RPS\$+	CPP	WEEK OF:			SPOTS	TRPS	\$
										6-Mar	13-Mar	20-Mar			
AM NEWS	WGNO	M-F	5:00 AM	7:00 AM	AM NEWS	:30	30	0.6	50.00	1	3		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	1	3		4	4.8	260.00
DAY	WGNO	M-F	11:00 AM	11:30 AM	MIDDAY NEWS	:30	65	1.5	43.33	1	4		5	7.5	325.00
LATE NEWS	WGNO	SUN	10:00 PM	10:35 PM	LATE NEWS	:30	115	2.0	57.50	1	1		2	4.0	230.00
										4	11	30	15	187	936.00

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

Station and Location: <u>WNOO-TV New Orleans, LA</u>	Date: <u>3/9/17</u>
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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
Date

K. Carvin / SEDERUC
Signature

To Be Signed By Station Representative

☒ Accepted
 ☐ Accepted in Part
 ☐ Rejected

Signature: [Signature]
 Printed Name: Reuben Dagle
 Title: Asst