



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
3050 K St NW
Suite 100
Washington, DC 20007

Contract # 2562823

Schedule Dates 07/12/16-07/18/16
Advertiser Roy Cooper for Governor-D (110331)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand CANDIDATE (321722)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Mike Furman,
Phone/Fax /
CPE 297/317/4995
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments candidate
Separation: 30
AMY MCCREARY

Date Entered 07/02/16
Last Modified 07/02/16
Entered By Lisa Carter
CO-OP No
Headline # ECR25240398
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$689.25
Net Total \$3,905.75
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Jul 2016 13 \$4,595.00
Grand Total: 13 \$4,595.00

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)	07/12/16-07/15/16	1	:30	7A-ABC-Good Morning America	1		X	X	X	X			1	\$240.00	\$240.00	Greensboro (WXLV)	Good Morning America	7/2/16
2.0	Normal Line / SPOT (2)	07/12/16-07/15/16	2	:30	9A-Dr Phil 2	1		X	X	X	X			1	\$80.00	\$80.00	Greensboro (WXLV)	Dr. Phil	7/2/16
3.0	Normal Line / SPOT (3)	07/12/16-07/15/16	4	:30	2P-ABC-General Hospital	1		X	X	X	X			1	\$90.00	\$90.00	Greensboro (WXLV)	General Hospital	7/2/16
4.0	Normal Line / SPOT (4)	07/12/16-07/15/16	4	:30	3P-Dr Phil	1		X	X	X	X			1	\$105.00	\$105.00	Greensboro (WXLV)	Dr. Phil	7/2/16
5.0	Normal Line / SPOT (5)	07/12/16-07/15/16	1	:30	4P-Family Feud C	2		X	X	X	X			2	\$120.00	\$240.00	Greensboro (WXLV)	Can air 4-5p in Family Feud/Family Feud	7/2/16
6.0	Normal Line / SPOT (6)	07/12/16-07/15/16	2	:30	5P-People's Court	2		X	X	X	X			2	\$90.00	\$180.00	Greensboro (WXLV)	People's Court	7/2/16
7.0	Normal Line / News (7)	07/12/16-07/15/16	1	:30	5:35-30P-News-News 14 Carolina on ABC 45 at 6pm	1		X	X	X	X			1	\$520.00	\$520.00	Greensboro (WXLV)	News14 On ABC 45	7/2/16
8.0	Normal Line / SPOT (8)	07/12/16-07/15/16	3	:30	6:58-50P-Family Feud	1		X	X	X	X			1	\$340.00	\$340.00	Greensboro (WXLV)	Family Feud	7/2/16
9.0	Normal Line / SPOT (9)	07/12/16-07/15/16	2	:30	7:28-30P-Family Feud B	1		X	X	X	X			1	\$400.00	\$400.00	Greensboro (WXLV)	Family Feud	7/2/16
10.0	Normal Line / Prime (10)	07/16/16-07/18/16	2	:30	7:57-56P-ABC-The Bachelorette (Monday)	1								1	\$1,200.00	\$1,200.00	Greensboro (WXLV)	Bachelorette-ABC	7/2/16
11.0	Normal Line / Prime (11)	07/17/16-07/17/16	1	:30	8P-ABC-Celebrity Family Feud (Sunday)	1							1	1	\$1,200.00	\$1,200.00	Greensboro (WXLV)	Celebrity Family Feud-ABC	7/2/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: *Belgin Olding* Date: *7.11.16*
Comments:

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

Station and Location:	Date:
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I, Mike Furman - authorized media buyer,
 being/on behalf of: Roy Cooper,
 a legally qualified candidate of the Democratic
 political party for the office of: Governor
 in the General
 election to be held on: November 9, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Couper for North Carolina

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:

Scott Palmer

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

5/4/16

Date

Amie Ra

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Allison Aldridge
Signature

Allison Aldridge
Printed Name

DOJ
Title

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

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

Attach proposed schedule with charges (if available):

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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.