



WSET
PO Box 11588
Lynchburg, VA 24506

Strategic Media Services
1911 N Ft Myer Dr
Ste 400
Arlington, VA 22209

Contract # 2997609
Schedule Dates 08/16/17-08/22/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Services (8287)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 277/357/3085 (953334)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Michelle, Irvin,
Phone/Fax /
CPE 277/357/3085
Account Types National/Political Candidate Agency BRD
Billing Type Standard
Comments Candidate
Separation: 30
JARED SALLES
25%

Date Entered 08/15/17
Last Modified 08/17/17
Entered By Sonia Mendez
CO-OP No
Headline # ECR25695261
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,505.25
Net Total \$8,529.75
Sales Tax

Lynchburg (WSET)

By Broadcast Month	Spots	Rate
Aug. 2017	49	\$10,035.00
Grand Total:	49	\$10,035.00

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)	08/21/17-08/21/17	4	:30	6A- 6:30A (EST)	1	1							1	\$250.00	\$250.00	Lynchburg (WSET)	GOOD MORN VA	8/15/17
2.0	Normal Line / SPOT (2)	08/16/17-08/16/17	4	:30	6:30A- 7A (EST)	1			1					1	\$300.00	\$300.00	Lynchburg (WSET)	GOOD MORN VA	8/15/17
3.0	Normal Line / SPOT (3)	08/17/17-08/17/17	4	:30	7A- 8A (EST)	1				1				1	\$325.00	\$325.00	Lynchburg (WSET)	GMA	8/15/17
4.0	Normal Line / SPOT (3)	08/18/17-08/18/17	4	:30	7A- 8A (EST)	1					1			1	\$325.00	\$325.00	Lynchburg (WSET)	GMA	8/15/17
5.0	Normal Line / SPOT (3)	08/22/17-08/22/17	4	:30	7A- 8A (EST)	1		1						1	\$325.00	\$325.00	Lynchburg (WSET)	GMA	8/15/17
6.0	Normal Line / SPOT (4)	08/18/17-08/18/17	4	:30	10A- 11A (EST)	1					1			1	\$125.00	\$125.00	Lynchburg (WSET)	DR OZ	8/15/17
7.0	Normal Line / SPOT (4)	08/21/17-08/21/17	4	:30	10A- 11A (EST)	1	1							1	\$125.00	\$125.00	Lynchburg (WSET)	DR OZ	8/15/17
8.0	Normal Line / SPOT (4)	08/22/17-08/22/17	4	:30	10A- 11A (EST)	1		1						1	\$125.00	\$125.00	Lynchburg (WSET)	DR OZ	8/15/17
9.0	Normal Line / SPOT (5)	08/16/17-08/16/17	4	:30	1P- 2P (EST)	1			1					1	\$75.00	\$75.00	Lynchburg (WSET)	CHEW	8/15/17
10.0	Normal Line / SPOT (5)	08/17/17-08/17/17	4	:30	1P- 2P (EST)	1				1				1	\$75.00	\$75.00	Lynchburg (WSET)	CHEW	8/15/17
11.0	Normal Line / SPOT (5)	08/21/17-08/21/17	4	:30	1P- 2P (EST)	1	1							1	\$75.00	\$75.00	Lynchburg (WSET)	CHEW	8/15/17
12.0	Normal Line / SPOT (6)	08/18/17-08/18/17	4	:30	3P- 4P (EST)	1					1			1	\$65.00	\$65.00	Lynchburg (WSET)	WENDY WILLIAMS	8/15/17
13.0	Normal Line / SPOT (7)	08/17/17-08/17/17	4	:30	5P- 5:30P (EST)	1				1				1	\$200.00	\$200.00	Lynchburg (WSET)	NEWS	8/15/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:

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



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14.0	Normal Line / SPOT (7)	08/22/17-08/22/17	4	:30	5P- 5:30P (EST)			1						1	\$200.00	\$200.00	Lynchburg (WSET)	NEWS	8/15/17
15.0	Normal Line / SPOT (8)	08/16/17-08/16/17	4	:30	5:30P- 6P (EST)				1					1	\$200.00	\$200.00	Lynchburg (WSET)	NEWS	8/15/17
16.0	Normal Line / SPOT (8)	08/18/17-08/18/17	4	:30	5:30P- 6P (EST)						1			1	\$200.00	\$200.00	Lynchburg (WSET)	NEWS	8/15/17
17.0	Normal Line / SPOT (8)	08/21/17-08/21/17	4	:30	5:30P- 6P (EST)		1							1	\$200.00	\$200.00	Lynchburg (WSET)	NEWS	8/15/17
18.0	Normal Line / SPOT (9)	08/19/17-08/19/17	4	:30	6P- 6:30P (EST)							1		1	\$125.00	\$125.00	Lynchburg (WSET)	NEWS	8/15/17
19.0	Normal Line / SPOT (10)	08/17/17-08/17/17	4	:30	7P- 7:30P (EST)					1				1	\$175.00	\$175.00	Lynchburg (WSET)	NEWSQ	8/15/17
20.0	Normal Line / SPOT (10)	08/18/17-08/18/17	4	:30	7P- 7:30P (EST)						1			1	\$175.00	\$175.00	Lynchburg (WSET)	NEWS	8/15/17
21.0	Normal Line / SPOT (10)	08/22/17-08/22/17	4	:30	7P- 7:30P (EST)			1						1	\$175.00	\$175.00	Lynchburg (WSET)	NEWS	8/15/17
22.0	Normal Line / SPOT (11)	08/16/17-08/16/17	4	:30	7:30P- 8P (EST)				1					1	\$175.00	\$175.00	Lynchburg (WSET)	ET	8/15/17
23.0	Normal Line / SPOT (11)	08/17/17-08/17/17	4	:30	7:30P- 8P (EST)					1				1	\$175.00	\$175.00	Lynchburg (WSET)	ET	8/15/17
24.0	Normal Line / SPOT (11)	08/18/17-08/18/17	4	:30	7:30P- 8P (EST)						1			1	\$175.00	\$175.00	Lynchburg (WSET)	ET	8/15/17
25.0	Normal Line / SPOT (11)	08/21/17-08/21/17	4	:30	7:30P- 8P (EST)		1							1	\$175.00	\$175.00	Lynchburg (WSET)	ET	8/15/17
26.0	Normal Line / SPOT (11)	08/22/17-08/22/17	4	:30	7:30P- 8P (EST)			1						1	\$175.00	\$175.00	Lynchburg (WSET)	ET	8/15/17
27.0	Normal Line / Prime (12)	08/19/17-08/19/17	4	:30	7:30P- 8P (EST)							1		1	\$125.00	\$125.00	Lynchburg (WSET)	LIVING IN HEART OF VA	8/15/17

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28.0	Normal Line / Prime (16)	08/20/17-08/20/17	4	:30	7P- 8P (EST)								1	1	\$400.00	\$400.00	Lynchburg (WSET)	AVG. ALL WKS	8/15/17
29.0	Normal Line / Prime (17)	08/20/17-08/20/17	4	:30	8P- 9P (EST)								1	1	\$800.00	\$800.00	Lynchburg (WSET)	AVG. ALL WKS	8/15/17
30.0	Normal Line / SPOT (18)	08/16/17-08/16/17	4	:30	11P- 11:30P (EST)				1					1	\$350.00	\$350.00	Lynchburg (WSET)	NEWS	8/15/17
31.0	Normal Line / SPOT (18)	08/17/17-08/17/17	4	:30	11P- 11:30P (EST)					1				1	\$350.00	\$350.00	Lynchburg (WSET)	NEWS	8/15/17
32.0	Normal Line / SPOT (18)	08/21/17-08/21/17	4	:30	11P- 11:30P (EST)		1							1	\$350.00	\$350.00	Lynchburg (WSET)	NEWS	8/15/17
33.0	Normal Line / SPOT (18)	08/19/17-08/19/17	4	:30	11P- 11:30P (EST)							1		1	\$110.00	\$110.00	Lynchburg (WSET)	NEWS	8/15/17
34.0	Normal Line / SPOT (20)	08/16/17-08/16/17	4	:30	11:30P- 12:30A (EST)				1					1	\$125.00	\$125.00	Lynchburg (WSET)	KIMMEL	8/15/17
35.0	Normal Line / SPOT (20)	08/17/17-08/17/17	4	:30	11:30P- 12:30A (EST)					1				1	\$125.00	\$125.00	Lynchburg (WSET)	KIMMEL	8/15/17
36.0	Normal Line / SPOT (20)	08/18/17-08/18/17	4	:30	11:30P- 12:30A (EST)						1			1	\$125.00	\$125.00	Lynchburg (WSET)	KIMMEL	8/15/17
37.0	Normal Line / SPOT (20)	08/21/17-08/21/17	4	:30	11:30P- 12:30A (EST)		1							1	\$125.00	\$125.00	Lynchburg (WSET)	KIMMEL	8/15/17
38.0	Normal Line / SPOT (20)	08/22/17-08/22/17	4	:30	11:30P- 12:30A (EST)			1						1	\$125.00	\$125.00	Lynchburg (WSET)	KIMMEL	8/15/17
39.0	Normal Line / SPOT (21)	08/16/17-08/16/17	4	:30	12:30A- 1A (EST)				1					1	\$50.00	\$50.00	Lynchburg (WSET)	NIGHTLINE	8/15/17
40.0	Normal Line / SPOT (21)	08/17/17-08/17/17	4	:30	12:30A- 1A (EST)					1				1	\$50.00	\$50.00	Lynchburg (WSET)	NIGHTLINE	8/15/17
41.0	Normal Line / SPOT (21)	08/18/17-08/18/17	4	:30	12:30A- 1A (EST)						1			1	\$50.00	\$50.00	Lynchburg (WSET)	NIGHTLINE	8/15/17

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42.0	Normal Line / SPOT (21)	08/21/17-08/21/17	4	:30	12:30A- 1A (EST)	1		1						1	\$50.00	\$50.00	Lynchburg (WSET)	NIGHTLINE	8/15/17
43.0	Normal Line / SPOT (21)	08/22/17-08/22/17	4	:30	12:30A- 1A (EST)			1						1	\$50.00	\$50.00	Lynchburg (WSET)	NIGHTLINE	8/15/17
44.0	Normal Line / SPOT (22)	08/20/17-08/20/17	4	:30	11:30P- 12:30A (EST)								1	1	\$20.00	\$20.00	Lynchburg (WSET)	AMERICAN NINJA WARRIOR	8/15/17
45.0	Normal Line / SPOT (23)	08/17/17-08/17/17	4	:30	12:30P- 1P (EST)					1				1	\$65.00	\$65.00	Lynchburg (WSET)	LIVING	8/15/17
46.0	Normal Line / Prime (13)	08/21/17-08/21/17	4	:30	7:57:55P- ABC-Bachelor in Paradise (Monday)	1	X							1	\$800.00	\$800.00	Lynchburg (WSET)	BACHELOR IN PARADISE	8/15/17
47.0	Normal Line / Prime (14)	08/17/17-08/17/17	4	:30	7:57:55P- ABC-Boy Band (Thursday)					1				1	\$625.00	\$625.00	Lynchburg (WSET)	BOY BAND	8/15/17
48.0	Normal Line / Prime (15)	08/19/17-08/19/17	4	:30	9P- ABC-The \$100000 Pyramid (Saturday)							1		1	\$350.00	\$350.00	Lynchburg (WSET)	\$100K PYRAMID	8/15/17
49.1	Normal Line / SPOT (24)	08/18/17-08/18/17	4	:30	4P- Steve Harvey						1			1	\$100.00	\$100.00	Lynchburg (WSET)	STEVE HARVEY	8/17/17

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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: <u>WSET / Lynchburg, VA</u>	Date: <u>8-17-17</u>
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I, Michelle Irvin,
 being/on behalf of: Ed Gillespie for Governor,
 a legally qualified candidate of the Republican
 political party for the office of: Governor
 in the General
 election to be held on: Nov. 7, 2017
 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):

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

Ed Gillespie for Governor

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:

John Selph

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

7.25.17

Date

Michelle du

Signature

To Be Signed By Station Representative

☒ Accepted

Adam Wicks

Signature

☐ Accepted in Part

Leesa Wicks

Printed Name

☐ Rejected

GSM

Title