

ORDER WORKSHEET

Rep Order# 10379600 Ver# 1 Status Confirmed Traffic Order# 508614 Printed: 08/18/14 9:32 AM Duplicate 1 of 4
 EC'd Yes Last Received: 08/18/14 9:32 AM
 Showing Buylines: All Buylines

Station WGGB-TV SPRINGFIELD, MA
 Advertiser (6087) POLITICAL ISSUE GROU
 Product MASS IE PAC
 Estimate# 3323
 Buyer Maura Gilroy

Agency (GRTA) GREAT AMERICAN MEDIA
 3050 K ST NW, SUITE 100
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 229/244/3323
 Flight Dates 10/21/14-10/27/14

Rep Firm MILLENNIUM SALES & MARKETING
 Sales Office (DC) WASHINGTON
 Salesperson (SY1) SHANNON YALLOP
 Sales Assistant
 Salesperson Phone# 202-955-5342
 Salesperson Fax#

--- CONTRACT COMMENT ---

MASS INDEPENDENT EXPENDITURE PAC

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Tu-F, M	5A-530A	40 IN THE MORNING @ 5A	30	-	-	\$200.00	10/21-10/27	2	1	2	\$400.00
2	Tu-F, M	530A-6A	40 IN THE MORNING @ 530A	30	-	-	\$200.00	10/21-10/27	2	1	2	\$400.00
3	Tu-F, M	6A-630A	40 IN THE MORNING @ 6A	30	-	-	\$500.00	10/21-10/27	2	1	2	\$1,000.00
4	Tu-F, M	630A-7A	40 IN THE MORNING @ 630A	30	-	-	\$500.00	10/21-10/27	2	1	2	\$1,000.00
5	Tu-F, M	7A-8A	GOOD MORNING AMERICA	30	-	-	\$500.00	10/21-10/27	5	1	5	\$2,500.00
6	Tu-F, M	8A-9A	GOOD MORNING AMERICA	30	-	-	\$500.00	10/21-10/27	5	1	5	\$2,500.00
7	Sa	7A-8A	40 IN THE MORNING WEEKEND	30	-	-	\$200.00	10/25-10/25	1	1	1	\$200.00
8	Sa	8A-9A	GMA WEEKEND	30	-	-	\$300.00	10/25-10/25	1	1	1	\$300.00
9	Sa	9A-10A	40 IN THE MORNING	30	-	-	\$200.00	10/25-10/25	1	1	1	\$200.00
10	Su	8A-9A	GMA WEEKEND	30	-	-	\$300.00	10/26-10/26	1	1	1	\$300.00
11	Tu-F, M	9A-10A	RACHAEL RAY	30	-	-	\$200.00	10/21-10/27	2	1	2	\$400.00
12	Tu-F, M	10A-11A	QUEEN LATIFAH	30	-	-	\$200.00	10/21-10/27	2	1	2	\$400.00

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13	Tu-F, M	10A-11A	WENDY WILLIAMS	30	-	-	\$200.00	10/21-10/27	2	1	2	\$400.00
14	Tu-F, M	11A-12P	THE VIEW	30	-	-	\$500.00	10/21-10/27	2	1	2	\$1,000.00
15	Tu-F, M	12P-1230P	ABC40 NEWS AT 12N	30	-	-	\$250.00	10/21-10/27	4	1	4	\$1,000.00
16	Tu-F, M	1230P-1P	MILLIONAIRE	30	-	-	\$200.00	10/21-10/27	3	1	3	\$600.00
17	Tu-F, M	1P-2P	THE CHEW	30	-	-	\$400.00	10/21-10/27	2	1	2	\$800.00
18	Su	10A-11A	THIS WEEK W/GEORGE STEPHANOPOULOS	30	-	-	\$200.00	10/26-10/26	1	1	1	\$200.00
19	Tu-F, M	3P-4P	QUEEN LATIFAH	30	-	-	\$200.00	10/21-10/27	2	1	2	\$400.00
20	Tu-F, M	4P-5P	THE DOCTORS	30	-	-	\$250.00	10/21-10/27	3	1	3	\$750.00
21	Tu-F, M	5P-530P	ABC40 NEWS AT 5PM	30	-	-	\$450.00	10/21-10/27	5	1	5	\$2,250.00
22	Tu-F, M	530P-6P	ABC40 NEWS AT 530PM	30	-	-	\$500.00	10/21-10/27	5	1	5	\$2,500.00
23	Tu-F, M	6P-630P	ABC40 NEWS AT 6PM	30	-	-	\$750.00	10/21-10/27	5	1	5	\$3,750.00
24	Sa	630P-7P	ABC WORLD NEWS	30	-	-	\$250.00	10/25-10/25	1	1	1	\$250.00
25	Su	6P-630P	ABC40 NEWS	30	-	-	\$250.00	10/26-10/26	1	1	1	\$250.00
26	Tu-F, M	7P-730P	THE INSIDER	30	-	-	\$500.00	10/21-10/27	2	1	2	\$1,000.00
27	Tu-F, M	730P-8P	MILLIONAIRE	30	-	-	\$500.00	10/21-10/27	3	1	3	\$1,500.00
28	M	8P-10P	DANCING WITH THE STARS	30	-	-	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
29	W	10P-11P	NASHVILLE	30	-	-	\$1,200.00	10/22-10/22	1	1	1	\$1,200.00
30	Th	9P-10P	SCANDAL	30	-	-	\$2,500.00	10/23-10/23	1	1	1	\$2,500.00
31	F	10P-11P	20 / 20	30	-	-	\$1,200.00	10/24-10/24	1	1	1	\$1,200.00
32	Su	10P-11P	REVENGE	30	-	-	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00
33	Tu-F, M	11P-1135P	ABC40 NEWS AT 11P	30	-	-	\$750.00	10/21-10/27	4	1	4	\$3,000.00
34	Sa	11P-1135P	ABC40 NEWS	30	-	-	\$300.00	10/25-10/25	1	1	1	\$300.00
35	Tu-F, M	1135P-1235A	JIMMY KIMMEL LIVE	30	-	-	\$200.00	10/21-10/27	5	1	5	\$1,000.00
36	Sa	12P-330P	ABC COLLEGE FOOTBALL	30	-	-	\$250.00	10/25-10/25	1	1	1	\$250.00
37	Sa	330P-7P	ABC COLLEGE FOOTBALL	30	-	-	\$300.00	10/25-10/25	1	1	1	\$300.00

---REPORT TOTALS---

Report Totals: 84 / \$39,500.00

---SALES MONTHLY TOTALS---

Oct2014: 83/ \$37,500.00 Nov2014: 1/ \$2,000.00

Order Totals: 84 / \$39,500.00 Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals \$123,437.50 CABL .00% EGGB 14.00% UNKN .00% WGGB 32.00% WSHM 15.00%
 WWLP 39.00%

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--- COMPETITIVE COMMENTS ---

WGGB - 80,450 EGGB - 35,100 WWLP - 99,000 WSHM - 37,175 TOTL - 251,725 **NOTE, TTLS REPORTED AS COMBINED FOR THE 2WKS**

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

ORDER WORKSHEET

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Tu-F, M	5A-530A	ABC40 IN THE MORNING(SIMUL)	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
2	Tu-F, M	530A-6A	ABC40 IN THE MORNING(SIMUL)	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
3	Tu-F, M	6A-630A	ABC40 IN THE MORNING(SIMUL)	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
4	Tu-F, M	630A-7A	ABC40 IN THE MORNING(SIMUL)	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
5	Tu-F, M	7A-730A	ABC40 IN THE MORNING.RE-AIR	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
6	Tu-F, M	730A-8A	ABC40 IN THE MORNING.RE-AIR	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
7	Tu-F, M	8A-830A	ABC40 IN THE MORNING.RE-AIR	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
8	Tu-F, M	830A-9A	ABC40 IN THE MORNING.RE-AIR	30	-	-	\$100.00	10/21-10/27	2	1	2	\$200.00
9	Tu-F, M	9A-10A	LAW & ORDER: SVU	30	-	-	\$40.00	10/21-10/27	5	1	5	\$200.00
10	Tu-F, M	3P-4P	STEVE HARVEY	30	-	-	\$50.00	10/21-10/27	5	1	5	\$250.00
11	Tu-F, M	4P-5P	QUEEN LATIFAH	30	-	-	\$50.00	10/21-10/27	5	1	5	\$250.00
12	Su	4P-5P	BONES	30	-	-	\$50.00	10/26-10/26	1	1	1	\$50.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost

13	Tu-F, M	5P-530P	SIMPSONS	30	-	-	\$150.00	10/21-10/27	3	1	3	\$450.00
14	Tu-F, M	530P-6P	SIMPSONS	30	-	-	\$150.00	10/21-10/27	3	1	3	\$450.00
15	Tu-F, M	6P-630P	FAMILY GUY	30	-	-	\$160.00	10/21-10/27	2	1	2	\$320.00
16	Tu-F, M	630P-7P	FAMILY GUY	30	-	-	\$160.00	10/21-10/27	2	1	2	\$320.00
17	Sa	6P-7P	HOW I MET YOUR MOTHER	30	-	-	\$60.00	10/25-10/25	1	1	1	\$60.00
18	Su	5P-6P	WHITE COLLAR	30	-	-	\$50.00	10/26-10/26	1	1	1	\$50.00
19	M	9P-10P	SLEEPY HOLLOW	30	-	-	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00
20	Th	8P-9P	BONES	30	-	-	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00
21	Tu-F, M	10P-1035P	ABC40 NEWS FIRST ON FOX	30	-	-	\$800.00	10/21-10/27	3	1	3	\$2,400.00
22	Tu-F, M	1035P-1105P	HOW I MET YOUR MOTHER	30	-	-	\$150.00	10/21-10/27	5	1	5	\$750.00
23	Sa	730P-11P	FOX COLLEGE FOOTBALL	30	-	-	\$350.00	10/25-10/25	1	1	1	\$350.00
24	Su	930A-1230P	NFL LIONS @ FALCONS (LONDON)	30	-	-	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00
25	Su	12P-1P	FOX NFL SUNDAY PRE-GAME	30	-	-	\$800.00	10/26-10/26	1	1	1	\$800.00
26	Su	1P-405P	BEARS @ NE PATRIOTS	30	-	-	\$7,500.00	10/26-10/26	1	1	1	\$7,500.00
27	Su	7P-8P	THE O.T. (AIRS ONLY AFTER LATE GAM	30	-	-	\$800.00	10/26-10/26	1	1	1	\$800.00

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---REPORT TOTALS---

Report Totals: 59 / \$21,100.00

---SALES MONTHLY TOTALS---

Oct2014: 58/ \$19,100.00 Nov2014: 1/ \$2,000.00

Order Totals: 59 / \$21,100.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$150,714.29	CABL .00%	EGGB 14.00%	UNKN .00%	WGGB 32.00%	WSHM 15.00%
		WWLP 39.00%				

--- COMPETITIVE COMMENTS ---

WGGB - 80,450 EGGB - 35,100 WWLP - 99,000 WSHM - 37,175 TOTL - 251,725 **NOTE, TTLS REPORTED AS COMBINED FOR THE 2WKS**

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, **Maura Johnson**

do hereby request station time concerning the following issue:

MASS INDEPENDENT EXPENDITURE POLITICAL ACTION COMMITTEE (MASS IE PAC)
--

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

This broadcast time will be used by: MASS INDEPENDENT EXPENDITURE POLITICAL ACTION COMMITTEE

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" ☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

2014 MA GUBERNATORIAL ELECTION

I represent that the payment for the above described broadcast time has been furnished by (name and address):

MASS IE PAC - PO BOX 15 READVILLE MA 02137

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

TIFFANY BLACK - CO CHAIR
BETH STAFFORD - CO CHAIR
DAVID MARTIN - TREASURER

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

8/6/14 _____ 202-338-8700
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
 Signature Printed Name Title
 _____ J. Joseph _____
 _____ J. Joseph _____

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.