

## 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> WRDC-TV	<b>Date:</b> 10/10/2014
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I, Screen Strategies Media,

being/on behalf of: Kay Hagan,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

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): \$1,445.00**



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

Hagan for U.S. Senate Inc

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:

Dwight Davidson

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***

10/10/2014

**Date**

**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**

John Hummel  
**Printed Name**

General Manager  
**Title**



# Buy Detail Report

Revision #: Date: 10/10/2014

Client: Hagan for Senate

Media: TV

Product: General

Market: Raleigh-Durham-Raleigh-Durham

Separation between spots: 15

Estimate: 1203

Description: Hagan for Senate 10/13-19/2014 TV Add #2

Flight Start Date: 10/13/2014 05:00 AM

Flight End Date: 10/19/2014 12:00 AM

Survey: Nov13 DMA Nielsen Live+3

Buyer: Rachael Jones

Vendor: WRDC-TV

3012 Highwoods Blvd. Suite 101

Raleigh, NC 27604

Phone: 919-872-2854

Fax: 919-878-6588

Affiliation: MyNetwork

Send Billing To: Screen Strategies Media

11150 Fairfax Blvd

Suite 505

Fairfax, VA 22030

Phone: 703-272-7300

Daypart Program	Daypart Code	STN Gross	Days	Tue 10/14	Thu 10/16	Fri 10/17	Total Spots
WRDC-TV							
MTuWThF 6:15p- 6:16p	EN	\$600.00	30			1	1
WRDC News Break							
Sold Out: Lowest Rate to Clear Per WRDC							
MTuWThF 9:30p- 9:45p	LN	\$600.00	30	1	1		2
WRDC News Break							
Sold Out: Lowest Rate to Clear Per WRDC							
<b>Total Cost:</b>		<b>\$1,800.00</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>Total Spots:</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>

Signature: \_\_\_\_\_

ENTERED  
EHD 10/10





WRDC Raleigh  
3012 Highwoods Blvd, Ste 101  
Raleigh, NC 27604

Screen Strategies Media-Fairfax  
11150 Fairfax Blvd  
Ste 505  
Fairfax, VA 22030

**Schedule Dates** 10/14/14-10/17/14  
**Advertiser** Hagan for Senate (3186)  
**Agency** Screen Strategies Media-Fairfax (15683)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** HAGAN FOR SENATE (198499)  
**Salesperson** HOUSE-RALEIGH, WLFL/WRDC (1577)  
**Sales Office** WLFL/WRDC  
**Buyer Name** Jones, Rachael  
**Phone/Fax** (919) 872-2854 /  
**CPE** 1203  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Last Modified** 10/10/14  
**Entered By** Hayley Davis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$270.00  
**Net Total** \$1,530.00  
**Sales Tax**

**By Broadcast Month**  
Oct. 2014 3  
**Grand Total:** 3

**Rate**  
\$1,800.00  
\$1,800.00

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 / BBD News	10/17/14-10/17/14	1	:30	6:15P- 6:30P (EST)						1			1	\$600.00	\$600.00	Raleigh (WRDC)	WRDC News Break	10/10/14
2.0	Normal Line / Prime Premium	10/14/14-10/16/14	1	:30	9:30P- 9:45P (EST)		1		1	1				2	\$600.00	\$1,200.00	Raleigh (WRDC)	WRDC News Break	10/10/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

