

ORDER



Orders
Order / Rev: 721813
Alt Order #:
Product Desc: 179 - Friends of Dana Murphy 2018
Estimate: 3918- DANA MURPHY FOR LTN GOV /
Flight Dates: 08/20/18 - 09/02/18
Original Date / Rev: 08/14/18 / 08/15/18
Order Type: GENERAL

KFOR-TV

Primary AE: Local KFOR Political
Sales Office: LOCAL
Sales Region: Local

Agency Name: Visual Image Advertising
Buying Contact:
Billing Contact:
 125 Park Avenue
 Oklahoma City, OK 73102

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Dana Murphy
Demographic: A50+
Product Codes: PL2.f.ii
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-Non-PAC

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/18	08/26/18	14	\$7,000.00	\$5,950.00
08/27/18	08/28/18	9	\$4,750.00	\$4,037.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2018	14	\$7,000.00	\$5,950.00	62.00
September 2018	9	\$4,750.00	\$4,037.50	39.30
Totals	23	\$11,750.00	\$9,987.50	101.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local KFOR Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	08/22/18	08/28/18	M-F 6a-7a M-F 6a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$475.00	04	3.10	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/18	08/26/18	--WTF--					3	\$475.00		3.10			
		Week: 08/27/18	09/02/18	MT-----					2	\$475.00		3.10			
N 2	4	08/22/18	08/28/18	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$475.00	04	3.70	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/18	08/26/18	--WTF--					3	\$475.00		3.70			
		Week: 08/27/18	09/02/18	MT-----					2	\$475.00		3.70			
N 3	4	08/23/18	08/28/18	M-F 12p-1p M-F 12p-1p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	M--TF--	:30	2	\$300.00	04	5.10	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/18	08/26/18	---TF--					2	\$300.00		5.10			
		Week: 08/27/18	09/02/18	MT-----					2	\$300.00		5.10			
N 4	4	08/23/18	08/27/18	M-F 330p-4p M-F 330p-4p	CM	330p-4p	M--TF--	:30	1	\$350.00	04	4.20	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/18	08/26/18	---TF--					2	\$350.00		4.20			
		Week: 08/27/18	09/02/18	M-----					1	\$350.00		4.20			
N 5	4	08/22/18	08/27/18		CM	6p-630p	M-WTF--	:30	1	\$775.00	04	5.90	NM	4	\$3,100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6p-630p															
M-F 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/18	08/26/18	--WTF--			3			\$775.00		5.90			
Week:		08/27/18	09/02/18	M-----			1			\$775.00		5.90			
N 6	4	08/27/18	08/27/18	M-F 10p-1035p	CM	10p-1035p	M-----	:30	1	\$1,125.00	4	5.40	NM	1	\$1,125.00
M-F 10p-1035p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Wcck:		08/27/18	09/02/18	M-----			1			\$1,125.00		5.40			
N 7	4	08/25/18	08/25/18	Sa 6p-630p	CM	6p-630p	-----S-	:30	1	\$525.00	4	5.30	NM	1	\$525.00
Sa 6p-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S-			1			\$525.00		5.30			
													Totals	23	\$11,750.00

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: <div style="font-size: 1.2em; margin-top: 10px;">KFOR</div>	Date: <div style="font-size: 1.2em; margin-top: 10px;">8/14/18</div>
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I, VI Marketing & Branding,
 being/on behalf of: Friends of Dana Murphy,
 a legally qualified candidate of the Republican
 political party for the office of: Lt. Governor
 in the Runoff
 election to be held on: Tuesday, August 28th
 do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Friends of Dana Murphy

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:

Paula Marshall P.O. Box 7552 Edmond, OK 73083

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

8/14/18

Date

Clyde J. J. J.

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title