

CONTRACT



WXCW-TV
2824 Palm Beach Blvd
Ft Myers, FL 33916
(239) 479-5500

www.wxcw.com

And:

Hunt Political Consulting
696 Covey Lane
Lehigh Acres, FL 33974

<u>Contract / Revision</u> 89444 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/07/18 - 11/05/18		<u>Estimate #</u>
<u>Advertiser</u> Mark Lipton for Florida House Dist 79		<u>Original Date / Revision</u> 10/02/18 / 10/03/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WXCW-TV	<u>Account Executive</u> John Langermann	<u>Sales Office</u> Political Local
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WXCW	10/07/18	11/04/18	Su 5p-6p/NCIS NEW ORLEA	5p-6p		1:00			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	-----S				2	\$100.00			
Week:		10/08/18	10/14/18	-----S				2	\$100.00			
Week:		10/15/18	10/21/18	-----S				2	\$100.00			
Week:		10/22/18	10/28/18	-----S				2	\$100.00			
Week:		10/29/18	11/04/18	-----S				2	\$100.00			
N 2	WXCW	10/08/18	11/05/18	M 11a-12p/ACCESS LIVE	11a-12p		1:00			NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	M-----				2	\$70.00			
Week:		10/15/18	10/21/18	M-----				2	\$70.00			
Week:		10/22/18	10/28/18	M-----				2	\$70.00			
Week:		10/29/18	11/04/18	M-----				2	\$70.00			
Week:		11/05/18	11/11/18	M-----				2	\$70.00			
N 3	WXCW	10/08/18	10/21/18	M-F 530-6a/SEINFELD	530a-6a		1:00			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	11111--				5	\$100.00			
Week:		10/15/18	10/21/18	11111--				5	\$100.00			
N 4	WXCW	10/15/18	11/04/18	Su 4p-5p/MADAM SECRETA	4p-5p		1:00			NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S				1	\$90.00			
Week:		10/22/18	10/28/18	-----S				1	\$90.00			
Week:		10/29/18	11/04/18	-----S				1	\$90.00			
Totals											33	\$2,970.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	26	\$2,400.00	(\$360.00)	\$2,040.00
10/29/18 - 11/05/18	7	\$570.00	(\$85.50)	\$484.50
Totals	33	\$2,970.00	(\$445.50)	\$2,524.50

(* Line Transactions: N = New, E = Edited, D = Deleted)

STATION has a policy of prohibiting discrimination on the basis of race or ethnicity. Accordingly this STATION reserves the right to reject any order for advertising that it regards as inconsistent with this policy. Notwithstanding to whom bills are rendered, ADVERTISER, AGENCY and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by STATION within the time specified and until payment in full is received by STATION. Payment by ADVERTISER to AGENCY or to service or payment by AGENCY to service, shall not constitute payment to STATION. ADVERTISER agrees to STATION's Terms and Conditions. This STATION will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the STATION's Terms and Conditions. Two-week advance cancellation notice is required unless otherwise specified.



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89444 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/07/18 - 11/05/18		

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mark Lipton for Florida H	10/02/18 / 10/03/18

Signature: _____ **Date:** _____

Authorized Signature of Advertiser

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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:	Date:
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I, MARK LIPTON,

being/on behalf of: LIPTON FOR House Seat 79, a legally

qualified candidate of the Democratic political

party for the office of: FLORIDA STATE House DISTRICT 79

in the County of Lee

election to be held on: November 6, 2018

do hereby request station time as follows:

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

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

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:

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

10-3-18 _____
Date Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

Date: 07/30/18**BCRA POLITICAL RECORD**

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for

- ☒ a candidate request
☐ an election message request *
☐ an issue request **

Candidate Named in Message:

MARK LIPTON

Office Being Sought:

FLORIDA HOUSE DISTRICT 79

Election or Issue Referred to:

General Election, 11/06/18

Sponsor (or authorized candidate committee):

MARK LIPTON

Treasurer of authorized candidate committee:

MILES LIPTON

Person Ordering Advertising:

Mark LiptonPh. # 916-521-6862Email: liptonapc@aol.com

(do not write below this line)

The request was

- ☒ accepted #
☐ rejected

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

** An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.

3414 HANCOCK BRIDGE PARKWAY, UNIT 405
 NORTH FORT MYERS 33903