

ORDER

FOX49

Orders
Order / Rev: 647466
Alt Order #:
Product Desc: POLITICAL CANDIDATE
Estimate:
Flight Dates: 10/26/16 - 10/30/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

Primary AE: House House-Tallahassee
Sales Office: LTAL
Sales Region: LOC

Agency
Name: Sammons Media
Buying Contact:
Billing Contact:
 313 Williams St
 Tallahassee, FL 32303

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

Advertiser
Name: Pete Williams for State Attorney-R
Demographic: A25-54
Product Codes: PL Local Candidate
Priority: Pol4
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: 6695
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	41	\$1,100.00	\$935.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$1,100.00	\$935.00	0.00
Totals	41	\$1,100.00	\$935.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tallahassee	LTAL	LOC	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	ETWC	10/26/16	10/30/16	M-F 9a-10a PEOPLES COURT	CM	9a-10a	--WTF--	:30	3	\$25.00	Pol4	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--WTF--					3	\$25.00		0.00			
N 2	ETWC	10/26/16	10/30/16	M-F 10a-11a JUDGE FAITH	CM	10a-11a	--WTF--	:30	3	\$10.00	Pol4	0.00	NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--WTF--					3	\$10.00		0.00			
N 3	ETWC	10/26/16	10/30/16	M-F 2p-3p WENDY WILLIAMS	CM	2p-3p	--WTF--	:30	5	\$10.00	Pol4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--WTF--					5	\$10.00		0.00			
N 4	ETWC	10/26/16	10/30/16	M-F 3p-4p DOCTORS	CM	3p-4p	--WTF--	:30	5	\$10.00	Pol4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--WTF--					5	\$10.00		0.00			
N 5	ETWC	10/26/16	10/30/16	M-F 4p-5p FEUD/NAME GAME	CM	M-F 4p-5p	--WTF--	:30	5	\$10.00	Pol4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--WTF--					5	\$10.00		0.00			
N 6	ETWC	10/26/16	10/30/16	M-F 5p-6p MIDDLE/2MEN	CM	5p-6p	--WTF--	:30	5	\$10.00	Pol4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--WTF--					5	\$10.00		0.00			

Order / Rev: 647466
 Alt Order #:
 Flight Dates: 10/26/16 - 10/30/16

Advertiser: Pete Williams for State Attorney-R
 Product Desc: POLITICAL CANDIDATE
 Estimate:

ETWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	ETWC	10/26/16	10/30/16	M-F 6p-630p 2 BROKE GIRLS	CM	6p-630p	--WTF--	:30	3	\$40.00	Pol3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$40.00		0.00			
N 8	ETWC	10/26/16	10/30/16	M-F 630p-7p BIG BANG	CM	630p-7p	--WTF--	:30	3	\$60.00	Pol3	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$60.00		0.00			
N 9	ETWC	10/26/16	10/30/16	M-F 7p-730p MIKE & MOLLY	CM	7p-730p	--WTF--	:30	3	\$90.00	Pol3	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$90.00		0.00			
N 10	ETWC	10/26/16	10/30/16	World Series WORLD SERIES PRE GAME	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	--W-FS-	:30	3	\$65.00	Pol4	0.00	NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--W-FS-		3				\$65.00		0.00			
N 11	ETWC	10/26/16	10/30/16	M-F 11p-1130p MODERN FAM	CM	11p-1130p	--WTF--	:30	3	\$10.00	Pol4	0.00	NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--		3				\$10.00		0.00			
Totals														41	\$1,100.00



TELEVISION INSERTION ORDER

CLIENT: PETE WILLIAMS

STATION: ETWC

ACCOUNT EXECUTIVE: HALLEY STINCHFIELD

LENGTH: 30 SECONDS

<u>DAYS</u>	<u>TIMES</u>	<u>PROGRAMMING</u>	<u>FREQ.</u>	<u>RATE</u>	<u>TOTAL</u>
W-F	9A-10A	PEOPLE'S CT	3X	25.	75.
W-F	10A-11A	JUDGE FAITH	3X	10.	30.
W-F	2P-3P	WENDY W.	3X	10.	30.
W-F	3P-4P	DOCTORS	3X	10.	30.
W-F	4P-5P	CELEB / MET MO	3X	10.	30.
W-F	5P-6P	MIDDLE / 2.5 MEN	5X	10.	50.
W-F	6P-630P	2 BROKE GIRLS	3X	40.	120.
W-F	630P-7P	BIG BANG	3X	60.	180.
W-F	7P-730P	MIKE & MOLLY	3X	90.	270.
W,F,SAT	730-8P	PRE-GAME WS	3X	65.	195.
W-F	10-1030P	NEWS	3X	100.	300.
W-F	1030-11P	<u>MODERN FAMILY</u>	3X	20.	60.
W-F	11-1130P	MODERN FAMILY	3X	10.	30.

C047466

TOTAL COMMERCIALS: 41X

FLIGHT DATE: 10/26-10/30

INSTRUCTIONS: RUN "DICTIONARY, GOOD OL' BOY" 100% TFN. LOOK FOR THE AD IN YOUR EMAIL.

TOTAL INVESTMENT: 1400. (gross)


AUTHORIZED BY / DATE 10/25/16

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:

ETWC / McLAUSSEE 11/26/16

I, Jeff Sammons

being/on behalf of: Pete William for State Attorney

a legally qualified candidate of the Republican

political party for the office of: State Attorney

in the Leon County General Election

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>see attached schedule</u>					

Attach proposed schedule with charges (if available):

1400. (Gross)

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

Campaign funds

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:

Pete Williams

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

10/26/16
Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted
[Signature]
Signature

☐ Accepted in Part
Hailey Stuchfield
Printed Name

☐ Rejected
DOS
Title

ORDER

Orders
Order / Rev: 647485
Alt Order #:
Product Desc: POLITICAL CANDIDATE
Estimate:
Flight Dates: 10/26/16 - 10/30/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

Primary AE: House House-Tallahassee
Sales Office: LTAL
Sales Region: LOC

Agency Name: Sammons Media
Buying Contact:
Billing Contact:
 313 Williams St
 Tallahassee, FL 32303

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

Advertiser Name: Pete Williams for State Attorney-R
Demographic: A25-54
Product Codes: PL Local Candidate
Priority: Pol4
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: 6695
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	3	\$300.00	\$255.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	3	\$300.00	\$255.00	0.00
Totals	3	\$300.00	\$255.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tallahassee	LTAL	LOC	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
E 1	WTFL	10/26/16	10/30/16	M-F Late News LATE NEWS	CM	10p-1030p	--WTF--	:30	3	\$100.00	Pol4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--WTF--			3			\$100.00		0.00			
Totals														3	\$300.00



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W-F	4P-5P	CELEB / MET MO	3X	10.	30.
W-F	5P-6P	MIDDLE / 2.5 MEN	5X	10.	50.
W-F	6P-630P	2 BROKE GIRLS	3X	40.	120.
W-F	630P-7P	BIG BANG	3X	60.	180.
W-F	7P-730P	MIKE & MOLLY	3X	90.	270.
W,F,SAT	730-8P	PRE-GAME WS	3X	65.	195.
W-F	10-1030P	NEWS	3X	100.	300.
W-F	1030-11P	MODERN FAMILY	3X	20.	60.
W-F	11-1130P	MODERN FAMILY	3X	10.	30.

WTRF

TOTAL COMMERCIALS: 41X

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