



Order / Rev: 568612  
 Alt Order #:  
 Flight Dates: 09/25/17 - 10/01/17

Advertiser: Impastato, D/Councilman/R  
 Product Desc: September 25- October 1  
 Estimate:

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	09/25/17	10/01/17	M-F 430a-5a EMN M-F 430a-5a EMN	CM	430a-5a	-----	:30	0	\$15.0003		0.00	NM	5	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	11111--					5	\$15.00		0.00			
N 2	26	09/25/17	10/01/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	11111--	:30	5	\$85.0003		0.00	NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	11111--					5	\$85.00		0.00			
N 3	26	09/25/17	10/01/17	Sa 7a-8a Sa 7a-8a	CM	7a-8a	-----S-	:30	1	\$40.0003		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-					1	\$40.00		0.00			
N 4	26	09/25/17	10/01/17	Su 7a-8a Su 7a-8a	CM	7a-8a	-----S	:30	1	\$40.0003		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S					1	\$40.00		0.00			
N 5	26	09/25/17	10/01/17	Su 8a-9a Su 8a-9a	CM	8a-9a	-----S	:30	1	\$40.0003		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S					1	\$40.00		0.00			
N 6	26	09/25/17	10/01/17	M-F 10a-11a M-F 10a-11a	CM	10a-11a	-1-1---	:30	2	\$125.0003		0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-1-1---					2	\$125.00		0.00			
N 7	26	09/25/17	10/01/17	M-F 11a-1130a WGNO News @ 11a	CM	11a-1130a	1-1-1--	:30	3	\$90.0003		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: 09/25/17	10/01/17	1-1-1--					3	\$90.00		0.00			
N 8	26	09/25/17	10/01/17	M-F 1p-2p M-F 1p-2p	CM	1p-2p	-1-1---	:30	2	\$90.0003		0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-1-1---					2	\$90.00		0.00			
N 9	26	09/25/17	10/01/17	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-1-1--	:30	3	\$35.0003		0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	1-1-1--					3	\$35.00		0.00			
N 10	26	09/25/17	10/01/17	M-F 330p-4p M-F 330p-4p	CM	330p-4p	1-1-1--	:30	3	\$35.0003		0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	1-1-1--					3	\$35.00		0.00			
N 11	26	09/25/17	10/01/17	M-F 5p-530p News With A Twist 5p	CM	5p-530p	1---1--	:30	2	\$80.0003		0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	1---1--					2	\$80.00		0.00			
N 12	26	09/25/17	10/01/17	M-F 530p-6p M-F 530p-6p	CM	530p-6p	-1-11--	:30	3	\$85.0003		0.00	NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-1-11--					3	\$85.00		0.00			
N 13	26	09/25/17	10/01/17	M-F 6p-630p News With A Twist 6p	CM	6p-630p	-1-1---	:30	2	\$90.0003		0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-1-1---					2	\$90.00		0.00			
N 14	26	09/25/17	10/01/17	Sa 530p-6p Sa 530p-6p	CM	530p-6p	-----S-	:30	1	\$10.0004		0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-					1	\$10.00		0.00			
N 15	26	09/25/17	10/01/17	Sa 6p-630p Sa 6p-630p	CM	6p-630p	-----S-	:30	1	\$40.0003		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-					1	\$40.00		0.00			

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WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	26	09/25/17	10/01/17	Sa 6p-630p Sa 6p-630p	CM	6p-630p	-----S-	:30	1	\$40.0003		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-		1			\$40.00			0.00			
N 16	26	09/25/17	10/01/17	Monday Prime 2 HR Monday Prime 2 HR	CM	Various	M-----	:30	1	\$520.0003		0.00	NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	M-----		1			\$520.00			0.00			
N 17	26	09/25/17	10/01/17	M-F 10p-1035p WGNO News @ 10p	CM	10p-1035p	-1111--	:30	4	\$60.0003		0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	-1111--		4			\$60.00			0.00			
N 18	26	09/25/17	10/01/17	Sa 10p-1030p Sa 10p-1030p	CM	10p-1030p	-----S-	:30	1	\$60.0003		0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-		1			\$60.00			0.00			
N 19	26	09/25/17	10/01/17	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p	11111--	:30	5	\$30.0003		0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	11111--		5			\$30.00			0.00			
N 20	26	09/25/17	10/01/17	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	11111--	:30	5	\$25.0003		0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	11111--		5			\$25.00			0.00			
N 21	26	09/25/17	10/01/17	M-F 1205a-1235a M-F 1205a-1235a	CM	1205a-1235a	11111--	:30	5	\$20.0003		0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	11111--		5			\$20.00			0.00			
N 22	26	09/25/17	10/01/17	M-F 235a-4a M-F 235a-4a	CM	235a-4a	22222--	:30	10	\$5.0005		0.00	NM	10	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	22222--		10			\$5.00			0.00			
N 23	26	09/25/17	10/01/17	College Football Late Gr6M College Football Late Grm	CM	Various	-----S-	:30	1	\$410.0003		0.00	NM	1	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-		1			\$410.00			0.00			
N 24	26	09/25/17	10/01/17	College Football Prime Gr6M College Football Prime Grm	CM	Various	-----S-	:30	1	\$375.0003		0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/17	10/01/17	-----S-		1			\$375.00			0.00			
													Totals	68	\$4,205.00

Traffic: BC-DI-4

54.8 ✓

Show:	A35+	1	2	3	:30 RATE	M	Tu	W	Th	F	Sa	Su
M-F 4:30-5 am, America This Morning	0.5	\$20	\$15	\$10	\$ 15.00	1	1	1	1	1		
M-F 5-7 am, Good Morning New Orleans	0.5	\$60	\$40	\$25								
M-F 7-9 am, Good Morning America	1	\$140	\$85	\$60	\$ 85.00	1	1	1	1	1		
Sa 7-8 am, Good Morning America Weekend	0.5	\$65	\$40	\$25	\$ 40.00						1	
Su 7-8 am, Good Morning America Weekend	1	\$65	\$40	\$25	\$ 40.00							1
Su 8-9 am, This Week with George Stephanopoulos	0.7	\$65	\$40	\$25	\$ 40.00							1
M-F 9-10 am, Wendy Williams	1.2	\$120	\$80	\$50								0
M-F 10-11 am, The View	1.2	\$195	\$125	\$80	\$ 125.00		1		1			
M-F 11-11:30 am, WGNO News 11am	1.2	\$140	\$90	\$55	\$ 90.00	1		1		1		
M-F 12-1 pm, The Chew	0.5	\$120	\$75	\$50								0
M-F 1-2 pm, General Hospital	1.4	\$140	\$90	\$60	\$ 90.00		1		1			
M-F 2-3 pm, People's Court	0.9	\$90	\$60	\$35	\$ 35.00	1		1		1		
M-F 3-3:30 pm, Divorce Court	0.5	\$90	\$60	\$35	\$ 35.00							
M-F 3:30-4 pm, Divorce Court	0.5	\$90	\$55	\$35	\$ 35.00	1		1		1		
M-F 4-5 pm, Judge Mathis	1.1	\$150	\$95	\$60								0
M-F 5-5:30 pm, News with a Twist 5pm	0.7	\$125	\$80	\$50	\$ 80.00			(1)		1		
M-F 5:30-6 pm, ABC World News Tonight	0.9	\$130	\$85	\$55	\$ 85.00		1		1	1		
M-F 6-6:30 pm, News with a Twist 6pm	0.7	\$140	\$90	\$60	\$ 90.00		1		1			
Sa 5:30-5 pm, ABC World News Tonight	0.9	\$20	\$15	\$10	\$ 10.00						1	
Sa 6-6:30 pm, News with a Twist 6pm Saturday	0.5	\$75	\$50	\$30	\$ 40.00						1	
Su 5-5:30 pm, WGNO News 5pm Sunday	1.3	\$105	\$70	\$45								0
Su 5:30-6 pm, ABC World News Tonight	1.2	\$200	\$130	\$80								0
M-F 6:30-7 pm, Big Bang Theory	1.3	\$165	\$105	\$65								0
M 7-9 pm, Bachelor in Paradise	3.5	\$1,115	\$715	\$450								0
M 7-9 pm, Dancing with the Stars (premieres 9/18)	4.4	\$1,245	\$800	\$520	\$ 520.00	1						
M 9-10 pm, To Tell the Truth/ THE GOOD DOCTOR 9/25	2.8	\$850	\$545	\$345								
Tu 7-8 pm, The Middle/Fresh Off the Boat	1.3	\$830	\$535	\$335								
Tu 7-8 pm,Celebrity Family Feud Finale 9/26	3	\$670	\$430	\$270								
Tu 8-9 pm, Blackish/Blackish	2.4	\$635	\$410	\$260								
Tu 8-9 pm, Black-ish/The Mayor	2.4	\$935	\$600	\$380								
Tu 9-10 pm, Somewhere In Between/Celebrity Reruns	0.9	\$635	\$410	\$260								
Tu 9-10 pm, Kevin Probably Saves the World	3	\$830	\$535	\$335								
W 7-8 pm, Goldbergs/Speechless (through 9/24)	3.3	\$670	\$430	\$270								
W 7-8 pm, Goldbergs/Speechless (Starting 9/25)	3.3	\$975	\$630	\$395								
W 8-8:30 pm, Modern Family (through 9/24)	1.8	\$1,275	\$820	\$515								
W 8-8:30 pm, Modern Family (starting 9/25)	3.3	\$1,400	\$900	\$570								
W 8:30-9 pm, American Housewife (through 9/24)	1.6	\$785	\$505	\$320								
W 8:30-9 pm, American Housewife (starting 9/25)	3.2	\$1,100	\$670	\$420								
W 9-10 pm, 20/20 Special: Good Doctors		\$690	\$445	\$280								

W 9-10 pm, Designated Survivor (premieres 9/27)	2.6	\$1,000	\$670	\$420															0	\$	-	0
Th 7-8 pm, Battle of the Network Stars	1.1	\$740	\$475	\$300															0	\$	-	0
Th 7-8 pm, Grey's Anatomy (premieres 9/28 with 2 hr episode)	3.3	\$1,500	\$775	\$650															0	\$	-	0
Th 8-9 pm, Battle of The Network Stars	1.1	\$670	\$430	\$270															0	\$	-	0
Th 8-9 pm, Scandal (premieres 10/5)	3.7	\$1,800	\$1,000	\$700															0	\$	-	0
Th 9-10 pm, Gong Show	1.5	\$690	\$445	\$280															0	\$	-	0
Th 8-10 pm, Truth and Lies: The Murder of Laci Peterson 9/14	3	\$670	\$430	\$270															0	\$	-	0
Th 9-10 pm, How to Get Away w. Murder (premieres 9/28)	3.7	\$1,500	\$900	\$700															0	\$	-	0
F 7-8 pm, Shark Tank	1.4	\$575	\$370	\$230															0	\$	-	0
F 7-8 pm, Once Upon a Time (premieres 9/28)	1.7	\$730	\$470	\$295															0	\$	-	0
F 8-9 pm, What Would You Do?	1.4	\$605	\$390	\$245															0	\$	-	0
F 8-9 pm, Marvel's Inhumans (premieres 9/29)	1.9	\$885	\$570	\$360															0	\$	-	0
F 9-10 pm, 20/20 (through 9/24)	1.3	\$635	\$410	\$260															0	\$	-	0
F 9-10 pm, 20/20	1.6	\$730	\$470	\$295															0	\$	-	0
Su 6-7 pm, America's Funniest Home Videos (through 9/24)	1.2	\$285	\$185	\$115															0	\$	-	0
Su 6-7 pm, Toy Box (premieres 10/1)	1.2	\$415	\$265	\$170															0	\$	-	0
Miss America Pageant 9/10 8-10pm	2.8	\$1,005	\$650	\$410															0	\$	-	0
Su 8-9 pm, Shark Tank (premieres 10/1 in new time period)	2.1	\$830	\$535	\$335															0	\$	-	0
Su 9-10 pm, Ten Days in the Valley (premieres 10/1)	2.6	\$750	\$480	\$305															0	\$	-	0
M-F 10-10:35 pm, WGNO News 10pm	0.6	\$145	\$95	\$60	\$ 60.00	1	1	1	1	1	1	1	1	1	1	1	1	✓	4	\$ 240.00	2.4	
Sa 10-10:30 pm, News with a Twist 10pm Saturday	2.3	\$60	\$40	\$25	\$ 60.00													1	✓	1	\$ 60.00	2.3
Su 10-10:30 pm, WGNO News 10pm	1.4	\$110	\$70	\$45															0	\$	-	0
M-F 10:35-11:35 pm, Jimmy Kimmel Live	0.4	\$70	\$45	\$30	\$ 30.00	1	1	1	1	1	1	1	1	1	1	1	1	✓	5	\$ 150.00	2	
M-F 11:35p-12:35 am, Nightline	0.5	\$45	\$30	\$20															0	\$	-	0
M-F 11:35p-12:05 am, Nightline	0.5	\$40	\$25	\$15	\$ 25.00	1	1	1	1	1	1	1	1	1	1	1	1	✓	5	\$ 125.00	2.5	
M-F 12:05-12:35 am, Access Hollywood	0.6	\$35	\$20	\$15	\$ 20.00	1	1	1	1	1	1	1	1	1	1	1	1	✓	5	\$ 100.00	3	
M-F 12:35-1:05 am, TMZ	0.5	\$20	\$15	\$10															0	\$	-	0
M-F 1:05-2:05 am, Dish Nation/Extra	0.4	\$15	\$10	\$5															0	\$	-	0
Sa 10:30-11 pm, New Orleans Music Playlist	0.2	\$75	\$50	\$30															0	\$	-	0
Sa 11p-12 am, Major Crimes	0.8	\$20	\$15	\$10															0	\$	-	0
Sa 11:30p-12:30 am, Major Crimes	0.4	\$15	\$10	\$5															0	\$	-	0
Su 11p-12 am, Person of Interest	0.4	\$25	\$15	\$10															0	\$	-	0
Su 12-1 am, Elementary	0.3	\$15	\$10	\$5															0	\$	-	0
M-F 2:35-5 am, ABC World News Now	0.5	\$15	\$10	\$5	\$ 5.00	2	2	2	2	2	2	2	2	2	2	2	2	✓	10	\$ 50.00	5	
College Football Early Game	2.1	\$585	\$375	\$235	\$ 375.00													1	✓	1	\$ 375.00	2.1
College Football Late Game	1.5	\$635	\$410	\$260	\$ 410.00													1	✓	1	\$ 410.00	1.5
College Football Prime Game	2.6	\$880	\$565	\$355	\$ 450.00													✓	0	\$	-	0

MOVE TO PRIME

## 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> <div style="text-align: center;">WGNO TV New Orleans, LA</div>	<b>Date:</b> <div style="text-align: center;">9/22/17</div>
--	--

I,           Jamie Giorgio Palmer          ,

being/on behalf of:           Dominick Impastato          ,

a legally qualified candidate of the           Republican          

political party for the office of:           Jefferson Parish Council, District 4          

in the           General          

election to be held on:           October 14, 2017          

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**              see attached

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

Campaign for Dominick Impastato 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:

Will Vanderbrook

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***

9/22/17

Date

Opmie Singer Palmer

Signature

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

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Debra Daise

Printed Name

Asst

Title