

## 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> WNBW - Gainesville, FL	<b>Date:</b> 10/31/16
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I, McLaughlin & Associates,

being/on behalf of: Keith Perry,

a legally qualified candidate of the Republican

political party for the office of: FL SD 08

in the General

election to be held on: November 8, 2016

do hereby request station time as follows: ORDER ATTACHED

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

Attach proposed schedule with charges (if available):

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

Florida Republican Senatorial Campaign Committee

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:

Abby Dupree, Treasurer

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**

10.18.16

Date

M. Campbell

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Cory Culleton

Signature

Cory Culleton

Printed Name

GM

Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, \_\_\_\_\_  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

\_\_\_\_\_  
signature of candidate or authorized committee

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

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

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

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

## ORDER



**Orders**  
**Order / Rev:** 649793  
**Alt Order #:** 25344388  
**Product Desc:** FL SD 8  
**Estimate:**  
**Flight Dates:** 10/31/16 - 11/08/16  
**Original Date / Rev:** 10/31/16 / 10/31/16  
**Order Type:** GENERAL

**Primary AE:** Washington DC Millennium/DC  
**Sales Office:** K-WSH  
**Sales Region:** NAT

**Agency Name:** McLaughlin & Associates  
**Buying Contact:**  
**Billing Contact:**  
 919 Prince St  
 Alexandria, VA 22315

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

**Advertiser Name:** Florida Republican Senate Committee  
**Demographic:** A35+  
**Product Codes:** PL Advocacy  
**Priority:** P-10  
**Revenue Codes:** AGY, Political, Political Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** 4906  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/27/16	70	\$5,790.00	\$4,921.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	70	\$5,790.00	\$4,921.50	0.00
<b>Totals</b>	<b>70</b>	<b>\$5,790.00</b>	<b>\$4,921.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium/D	K-WSH	NAT	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
1	WNBW	11/03/16	11/08/16	Today Show I	CM	7:00 AM-8:00 AM	MT-TF--	:30	4	\$30.00	Pol3	0.00	NM	8	\$240.00
				Today Show I		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--		4				\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		4				\$30.00		0.00			
E 2	WNBW	11/03/16	11/08/16	Today Show I	CM	8:00 AM-9:00 AM	MT-TF--	:30	4	\$30.00	Pol3	0.00	NM	8	\$240.00
				Today Show I		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--		4				\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		4				\$30.00		0.00			
E 3	WNBW	11/03/16	11/08/16	Today Show II	CM	9a-10a	MT-TF--	:30	4	\$30.00	Pol3	0.00	NM	8	\$240.00
				Today Show II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--		4				\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		4				\$30.00		0.00			
E 4	WNBW	11/03/16	11/08/16	Today Show III	CM	10a-11a	MT-TF--	:30	4	\$30.00	Pol3	0.00	NM	8	\$240.00
				Today Show III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--		4				\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		4				\$30.00		0.00			
E 5	WNBW	11/03/16	11/08/16		CM	4:00 PM-4:30 PM	MT-TF--	:30	2	\$20.00	Pol3	0.00	NM	3	\$60.00

WNBW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4p-5p M-F 4p-5p COMMENTS APPLY TO SUB LINES A THRU B Fam		(4:00 PM-4:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$20.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$20.00		0.00			
E 6	WNBW	11/03/16	11/08/16	M-F 4p-5p M-F 4p-5p COMMENTS APPLY TO SUB LINES A THRU B Fam	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MT-TF--	:30	2	\$20.00	Pol3	0.00	NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$20.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$20.00		0.00			
E 7	WNBW	11/03/16	11/08/16	M-F 5p-530p M-F 5p-530p COMMENTS APPLY TO SUB LINES A THRU B Modern	CM	5p-530p	MT-TF--	:30	2	\$30.00	Pol3	0.00	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$30.00		0.00			
E 8	WNBW	11/03/16	11/08/16	M-F 530p-6p M-F 530p-6p COMMENTS APPLY TO SUB LINES A THRU B Modern	CM	530-6p	MT-TF--	:30	2	\$30.00	Pol3	0.00	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$30.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$30.00		0.00			
E 9	WNBW	11/03/16	11/08/16	M-F Local CBS4 News@6M M-F Local CBS4 News@6pm COMMENTS APPLY TO SUB LINES A THRU B EN	CM	6p-630p	MT-TF--	:30	2	\$45.00	Pol3	0.00	NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$45.00		0.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$45.00		0.00			
E 10	WNBW	11/07/16	11/07/16	Monday Prime Specials Mon Prime Other COMMENTS APPLY TO SUB LINES A THRU A PR	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	PMM-----	:30	2	\$255.00	Pol3	0.00	NM	2	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					2	\$255.00		0.00			
E 11	WNBW	11/03/16	11/08/16	M-F 11p Late News M-F Local CBS4 News@11pm COMMENTS APPLY TO SUB LINES A THRU B LN	CM	11p-1135p	MT-TF--	:30	2	\$35.00	Pol3	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: 10/31/16	11/06/16	---TF--					2	\$35.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$35.00		0.00			
E 12	WNBW	11/03/16	11/03/16	Thursday Prime B Thu 9p-10p COMMENTS APPLY TO SUB LINES A THRU A PR	CM	9p-10p	---T---	:30	2	\$180.00	Pol3	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					2	\$180.00		0.00			
E 13	WNBW	11/03/16	11/03/16	Thursday Prime C Thu 10p-11p COMMENTS APPLY TO SUB LINES A THRU A PR	CM	10p-11p	---T---	:30	2	\$275.00	Pol2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 649793  
 Alt Order #: 25344388  
 Flight Dates: 10/31/16 - 11/08/16

Advertiser: Florida Republican Senate Committee  
 Product Desc: FL SD 8  
 Estimate:

WNBW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WNBW	11/04/16	11/04/16	Friday Prime B Fri 9p-10p	CM	9p-10p	----F--	:30	2	\$100.00	Pol3	0.00	NM	2	\$200.00
COMMENTS APPLY TO SUB LINES A THRU A PR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/31/16		11/06/16	----F--	2			\$100.00	0.00							
E 15	WNBW	11/05/16	11/05/16	Sa Today Show Sa Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	2	\$20.00	Pol3	0.00	NM	2	\$40.00
COMMENTS APPLY TO SUB LINES A THRU A Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/31/16		11/06/16	-----S-	2			\$20.00	0.00							
E 16	WNBW	11/05/16	11/05/16	Sa Today Show Sa Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S-	:30	2	\$20.00	Pol3	0.00	NM	2	\$40.00
COMMENTS APPLY TO SUB LINES A THRU A Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/31/16		11/06/16	-----S-	2			\$20.00	0.00							
E 17	WNBW	11/05/16	11/05/16	Sat Prime Access Rotat@M Sa Prime Access Rotator	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	-----S-	:30	2	\$30.00	Pol3	0.00	NM	2	\$60.00
COMMENTS APPLY TO SUB LINES A THRU A Fam Feud															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/31/16		11/06/16	-----S-	2			\$30.00	0.00							
E 18	WNBW	11/06/16	11/06/16	Su Today Show Su Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S	:30	2	\$35.00	Pol3	0.00	NM	2	\$70.00
COMMENTS APPLY TO SUB LINES A THRU A Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/31/16		11/06/16	-----S	2			\$35.00	0.00							
E 19	WNBW	10/31/16	11/06/16	NBC Sunday Night Football@M NBC Sunday Night Football	CM	NBC Sunday Night Football	-----S	:30	4	\$615.00	Pol3	0.00	NM	4	\$2,460.00
COMMENTS APPLY TO SUB LINES A THRU A NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/31/16		11/06/16	-----S	4			\$615.00	0.00							
Totals														70	\$5,790.00