



WEAR Mobile
4990 Mobile Hwy
Pensacola, FL 32506

Apprise Inc
5907 Cedar Tree Dr
Milton, FL 32570

Contract # 1906223

Schedule Dates 08/21/14-08/25/14
Advertiser Bob Cole for Santa Rosa County Commission (231)
Agency Apprise Inc (3462)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Santa Rosa County Commissioner (98644)
Salesperson POLITICAL FL, Florida (2323)
Sales Office WEAR/WFGX
Buyer Name /
Phone/Fax N/A
CPE Local/Political Candidate Agency BRD
Account Types Weekly/Irregular
Billing Type Comments

Date Entered 08/19/14
Last Modified 08/19/14
Entered By John Merrill
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$600.75
Net Total \$3,404.25
Sales Tax

Mobile (WEAR)
By Broadcast Month Spots Rate
Aug- 2014 10 \$4,005.00
Grand Total: 10 \$4,005.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	08/25/14-08/25/14	3	:15	5:27A- 5:58A (CST)	1								1	\$125.00	\$125.00	Mobile (WEAR)	530a news	8/19/14
2.0	Normal Line / News	08/25/14-08/25/14	3	:30	5:58A- 7A (CST)	1								1	\$405.00	\$405.00	Mobile (WEAR)	6a news	8/19/14
3.0	Normal Line / News	08/21/14-08/22/14	3	:15	5:58A- 7A (CST)	1				X	X			1	\$265.00	\$265.00	Mobile (WEAR)	6a news	8/19/14
4.0	Normal Line / News	08/25/14-08/25/14	3	:15	5:58A- 7A (CST)	1								1	\$265.00	\$265.00	Mobile (WEAR)	6a news	8/19/14
5.0	Normal Line / News	08/21/14-08/22/14	3	:30	5:58P- 6:30P (CST)	1				X	X			1	\$750.00	\$750.00	Mobile (WEAR)	6p news	8/19/14
6.0	Normal Line / News	08/21/14-08/22/14	3	:15	5:58P- 6:30P (CST)	1				X	X			1	\$490.00	\$490.00	Mobile (WEAR)	6p news	8/19/14
7.0	Normal Line / News	08/21/14-08/22/14	3	:30	10P- 10:35P (CST)	1				X	X			1	\$675.00	\$675.00	Mobile (WEAR)	10p news	8/19/14
8.0	Normal Line / News	08/21/14-08/22/14	3	:10	10P- 10:35P (CST)	1				X	X			1	\$340.00	\$340.00	Mobile (WEAR)	10p news	8/19/14
9.0	Normal Line / News	08/23/14-08/23/14	3	:30	6A- 7A (CST)	1						X		1	\$190.00	\$190.00	Mobile (WEAR)	Sat 6a news	8/19/14
10.0	Normal Line / News	08/24/14-08/24/14	4	:30	10P- 10:36P (CST)	1							X	1	\$500.00	\$500.00	Mobile (WEAR)	Sun 10p news	8/19/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Bob Cole

Advertiser: Bob Cole
 Agency: Apprise
 Buyer: Martin Simmons
 Length(s): :10, :15, :30
 Proposal #: 499234
 Market [Rank]: FLORIDA TRADING [0]
 Books: May-14FLORIDA TRADING
 Flight Dates: 08/20/14 - 08/25/14

Station Contact:
 Name: John Merrill
 Phone: (850) 456-3333 x7212
 Fax:
 Email: jmerrill@sbgnet.com

Program DP Days Time	iiLen Weeks	Rate	Aug 20	Aug 25	Cost Spots	A18+ RTG CPP/SHR			
WEAR									
3 MORNING NEWS-530a-6a	:15	\$125	-	1	\$125	4.3			
M M-F 5:27A- 5:58A	1				1	\$29.07			
						51.7			
3 MORNING NEWS-6a-7a	:30	\$405	-	1	\$405	7.1			
M M-F 5:58A- 7:00A	1				1	\$57.04			
						53.1			
	:15	\$265	1	1	\$530				
	2				2	\$37.32			
CH 3 NEWS @ 6P	:30	\$750	1	-	\$750	9.7			
R M-F 5:58P- 6:30P	1				1	\$77.32			
						31.6			
	:15	\$490	1	-	\$490				
	1				1	\$50.52			
CH 3 NEWS 10P	:30	\$675	1	-	\$675	9.6			
T M-F 10:00P-10:35P	1				1	\$70.31			
						34.1			
	:10	\$340	1	-	\$340				
	1				1	\$35.42			
3 IN THE MORNING SA	:30	\$190	1	-	\$190	2.3			
M SAT 6:00A- 7:00A	1				1	\$67.86			
						42.2			
CH3 NEWS-10PM	:30	\$500	1	-	\$500	9.9			
W SUN 10:00P-10:36P	1				1	\$50.51			
						37.9			

Weekly Subtotals	7	3	\$4,005	
			10	

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+R	10	\$4,005	76.90	\$52.08	38.3	2.01	135,113	483,324

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$600.75	\$3,404.25

Dayparts: M - MORNING; W - WEEKEND; T - LATE NEWS; R - EARLY NEWS

Client Signature: _____ Date: _____