



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/WFEGX  
Buyer Name: /  
Phone/Fax: /  
CPE: N/A  
Account Types: Local/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments:

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

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	5:59P- 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	5:59P- 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: \_\_\_\_\_



# 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			
<b>WEAR</b>									
<b>3 MORNING NEWS-530a-6a</b>	:15	\$125	-	1	\$125	4.3			
M M-F 5:27A- 5:58A				1	1	\$29.07			
						51.7			
<b>3 MORNING NEWS-6a-7a</b>	: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			
<b>CH 3 NEWS @ 6P</b>	: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			
<b>CH 3 NEWS 10P</b>	: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			
<b>3 IN THE MORNING SA</b>	:30	\$190	1	-	\$190	2.3			
M SAT 6:00A- 7:00A				1	1	\$67.86			
						42.2			
<b>CH3 NEWS-10PM</b>	:30	\$500	1	-	\$500	9.9			
W SUN 10:00P-10:36P				1	1	\$50.51			
						37.9			

<b>Weekly Subtotals</b>	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: \_\_\_\_\_