

## 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> <span style="font-size: 1.2em;">WECT WILMINGTON, NC</span>	<b>Date:</b> <span style="font-size: 1.2em;">10-14-16</span>
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I, Miles King,  
 being/on behalf of: Deborah Ross,  
 a legally qualified candidate of the Democratic  
 political party for the office of: U.S. Senate  
 in the General  
 election to be held on: 11/8/16

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):** \$ 24,590.50 NET

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

Deborah Ross for Senate

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:

Jeff Leiter

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***

8/9/16

Date

Signature

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

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

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, Deborah Ross for Senate

(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

JONATHAN BRAY

printed name

8/18

date

**ORDER**

<b>Orders</b>	<b>Order / Rev:</b>	<b>1600994</b>	
	<b>Alt Order #:</b>	<b>08416661</b>	
	<b>Product Desc:</b>	<b>ROSS FOR SENATE 5363</b>	
	<b>Estimate:</b>	<b>5363</b>	<b>WECT</b>
	<b>Flight Dates:</b>	<b>10/17/16 - 10/23/16</b>	<b>Primary AE:</b> Jim Rapp
	<b>Original Date / Rev:</b>	<b>10/14/16 / 10/14/16</b>	<b>Sales Office:</b> H-CHI
	<b>Order Type:</b>	<b>Political</b>	<b>Sales Region:</b> National

  

<b>Agency</b>	<b>Name:</b>	<b>A/L Media</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		<b>222 W Ontario, Suite 600</b>	<b>Billing Cycle:</b> EOM/EOC
		<b>Chicago, IL 60610</b>	<b>Agency Commission:</b> 15%

  

<b>Advertiser</b>	<b>Name:</b>	<b>POL/Ross, Deborah/D/Senate/NC</b>	<b>New Business Thru:</b>
	<b>Demographic:</b>	<b>A35+</b>	<b>Order Separation:</b> 00:15:00
	<b>Product Codes:</b>	<b>PL610</b>	<b>Advertiser External ID:</b>
	<b>Priority:</b>	<b>P 6</b>	<b>Agency External ID:</b>
	<b>Revenue Codes:</b>	<b>Agency, Political, Pol-Candidate</b>	<b>Unit Code:</b> General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/23/16	102	\$28,930.00	\$24,590.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	102	\$28,930.00	\$24,590.50	0.00
<b>Totals</b>	<b>102</b>	<b>\$28,930.00</b>	<b>\$24,590.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Rapp			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WECT	57%	\$28,930.00
Market	100%	\$50,754.39

**Competitive Share**

Competitive Share	Share	Total
ABW	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WECTw	0%	\$0.00
WILM	10%	\$5,075.44
WSFX	11%	\$5,582.98
WSFXt	0%	\$0.00
WUNJ	0%	\$0.00
WUNU	0%	\$0.00
WWAY	22%	\$11,165.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WECT	10/17/16	10/21/16	Carolina In The AM 5A	Comm	5-6a	MTWTF--	:30	10	\$85.00	P 6	0.00	NM	10	\$850.00
				Carolina in AM 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		10				\$85.00		0.00			
2	WECT	10/17/16	10/21/16	Carolina In The AM 6A	Comm	6-7a	MTWTF--	:30	10	\$290.00	P 2	0.00	NM	10	\$2,900.00
				Carolina In The Am 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		10				\$290.00		0.00			

Order / Rev: 1600994  
 Alt Order #: 08416661  
 Flight Dates: 10/17/16 - 10/23/16

Advertiser: POL/Ross, Deborah/D/Senate/NC  
 Product Desc: ROSS FOR SENATE 5363  
 Estimate: 5363  
 WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WECT	10/17/16	10/21/16	NET NBC Today Show NBC Today Show	Comm	7-9a	MTWTF--	:30	10	\$310.00	P 2	0.00	NM	10	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	MTWTF--		10			\$310.00		0.00				
4	WECT	10/22/16	10/22/16	NET NBC Sat Today Show NBC Sat Today (7-9a, 8/18)	Comm	7-9a, 8/18/12-1p	-----3-	:30	3	\$205.00	P 2	0.00	NM	3	\$615.00
Week:		10/17/16	10/23/16	-----3-		3			\$205.00		0.00				
5	WECT	10/23/16	10/23/16	Carolina in the AM Sun Sun Carolina in the AM 9a	Comm	9-10a	-----2	:30	2	\$70.00	P 4	0.00	NM	2	\$140.00
Week:		10/17/16	10/23/16	-----2		2			\$70.00		0.00				
6	WECT	10/17/16	10/21/16	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	MTWTF--	:30	5	\$75.00	P 6	0.00	NM	5	\$375.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$75.00		0.00				
7	WECT	10/17/16	10/21/16	News at Noon News 6 at Noon	Comm	12-1230p	MTWTF--	:30	5	\$140.00	P 4	0.00	NM	5	\$700.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$140.00		0.00				
8	WECT	10/17/16	10/21/16	SYN 3-4p M-F Ellen DeGeneres Show, The	Comm	3-4p	MTWTF--	:30	4	\$105.00	P 4	0.00	NM	4	\$420.00
Week:		10/17/16	10/23/16	MTWTF--		4			\$105.00		0.00				
9	WECT	10/17/16	10/21/16	News at 4p M-F (ef. 9/14) First at Four News	Comm	4-430p	MTWTF--	:30	2	\$75.00	P 6	0.00	NM	2	\$150.00
Week:		10/17/16	10/23/16	MTWTF--		2			\$75.00		0.00				
10	WECT	10/17/16	10/21/16	News at 5p M-F News at 5p	Comm	5-530p	MTWTF--	:30	5	\$210.00	P 4	0.00	NM	5	\$1,050.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$210.00		0.00				
11	WECT	10/17/16	10/21/16	News at 530p M-F NEWS AT 530P	Comm	530-6P	MTWTF--	:30	5	\$305.00	P 2	0.00	NM	5	\$1,525.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$305.00		0.00				
12	WECT	10/17/16	10/21/16	News at 6p M-F NEWS AT 6p	Comm	6-630p	MTWTF--	:30	5	\$525.00	P 2	0.00	NM	5	\$2,625.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$525.00		0.00				
13	WECT	10/22/16	10/23/16	News at 6p Sa/Su NEWS AT 6P	Comm	6-630P	-----SS	:30	1	\$350.00	P 2	0.00	NM	1	\$350.00
Week:		10/17/16	10/23/16	-----SS		1			\$350.00		0.00				
14	WECT	10/17/16	10/21/16	SYN 7-730p M-F Wheel of Fortune (M-F)	Comm	7-730p	MTWTF--	:30	5	\$360.00	P 2	0.00	NM	5	\$1,800.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$360.00		0.00				
15	WECT	10/17/16	10/21/16	SYN 730-8p M-F Jeopardy (M-F)	Comm	730-8p	MTWTF--	:30	5	\$460.00	P 1	0.00	NM	5	\$2,300.00
Week:		10/17/16	10/23/16	MTWTF--		5			\$460.00		0.00				
16	WECT	10/22/16	10/22/16	RI Southern Weekend RI Southern Weekend	Comm	RI Southern Week	-----1-	:30	1	\$100.00	P 4	0.00	NM	1	\$100.00
Week:		10/17/16	10/23/16	-----1-		1			\$100.00		0.00				
17	WECT	10/17/16	10/17/16	NET Monday Prime Other Mon Prime Other 1	Comm	Various (7:58 PM-10:00 PM)	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
Week:		10/17/16	10/23/16	1-----		1			\$800.00		0.00				

Order / Rev: 1600994  
 Alt Order #: 08416661  
 Flight Dates: 10/17/16 - 10/23/16

Advertiser: POL/Ross, Deborah/D/Senate/NC  
 Product Desc: ROSS FOR SENATE 5363  
 Estimate: 5363  
 WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WECT	10/17/16	10/17/16	NET Monday Prime Other Mon Prime Other 1	Comm	Various (7:58 PM-10:00 PM)	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----			1			\$800.00		0.00			
18	WECT	10/20/16	10/20/16	NET Thursday Hour 3 Thur Prime Hour 3	Comm	10-11p	---1---	:30	1	\$750.00	P 2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	---1---			1			\$750.00		0.00			
19	WECT	10/21/16	10/21/16	NET Friday Hour 2 Fri Prime Hour 2	Comm	9-10p	----1--	:30	1	\$375.00	P 2	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:		10/17/16	10/23/16	----1--			1			\$375.00		0.00			
20	WECT	10/17/16	10/21/16	LOC Late News M-F LN (M-F)	Comm	11-1135p	MTWTF--	:30	5	\$230.00	P 4	0.00	NM	5	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--			5			\$230.00		0.00			
21	WECT	10/22/16	10/22/16	LOC Late News Sat LN (SA)	Comm	11-1130p	-----1-	:30	1	\$405.00	P 1	0.00	NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-			1			\$405.00		0.00			
22	WECT	10/23/16	10/23/16	News Following NFL M-Sat Late News Following NFL	Comm	Following NFL (11:30 PM-12:00 XM)	-----1	:30	1	\$165.00	P 2	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$165.00		0.00			
23	WECT	10/22/16	10/22/16	NET Saturday Night Live Saturday Night Live	Comm	1130p-1a	-----2-	:30	2	\$215.00	P 2	0.00	NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----2-			2			\$215.00		0.00			
24	WECT	10/23/16	10/23/16	NET NFL Football Nite/A NFL Football Nite/America	Comm	7-815p	-----1	:30	1	\$500.00	P 2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$500.00		0.00			
25	WECT	10/22/16	10/22/16	Carolina in the AM Sat 6 Sat Carolina in the AM 6a	Comm	6-7a	-----2-	:30	2	\$125.00	P 2	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:		10/17/16	10/23/16	-----2-			2			\$125.00		0.00			
26	WECT	10/23/16	10/23/16	NET NBC Sunday Today NBC Sunday Today Show	Comm	8-9a	-----1	:30	1	\$280.00	P 1	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$280.00		0.00			
27	WECT	10/18/16	10/18/16	NET Tuesday Hour 1 Tue Prime Hour 1	Comm	8-9p (7:58 PM-9:00 PM)	-1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-1-----			1			\$800.00		0.00			
28	WECT	10/23/16	10/23/16	NET NFL Football NFL Football	Comm	820-1130p	-----1	:30	1	\$925.00	P 2	0.00	NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1			1			\$925.00		0.00			
N29	WECT	10/22/16	10/22/16	NBC Nightly News Sat NBC Nightly News Sat	Comm	630-7p	-----S-	:30	1	\$1,200.00	P 1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-			1			\$1,200.00		0.00			
N30	WECT	10/23/16	10/23/16	NBC Nightly News Sun NBC Nightly News Sunday	Comm	630-7p	-----S	:30	1	\$1,200.00	P 1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S			1			\$1,200.00		0.00			
N31	WECT	10/17/16	10/21/16	SYN 430-5p M-F (eff. 9/16) Inside Edition	Comm	430-5pm	MTWTF--	:30	3	\$225.00	P 1	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1600994  
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Advertiser: POL/Ross, Deborah/D/Senate/NC  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	WECT	10/17/16	10/21/16	SYN 430-5p M-F(eff. 9/16/16) Inside Edition	Comm	430-5pm	MTWTF--	:30	3	\$225.00	P 1	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--					3	\$225.00		0.00			
N32	WECT	10/17/16	10/21/16	SYN 2-3p M-F SYN 2-3p M-F	Comm	2-3p	MTWTF--	:30	1	\$25.00	P 6	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--					1	\$25.00		0.00			
													Totals	102	\$28,930.00