



WTAT Charleston
4301 Arco Ln
North Charleston, SC 29418

Canal Partners Media
25 Whitlock Place SW
2nd Floor
Marietta, GA 30064

Contract # 1992436

Schedule Dates: 09/01/15-09/07/15
Advertiser: Ginny Deerin for Mayor (99033)
Agency: Canal Partners Media (15500)
Product: POLITICAL CANDIDATE (ns) (1186)
Brand: DEERIN FOR MAYOR (681539)
Salesperson: Millennium/DC, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: Briner, Chris
Phone/Fax: /
CPE: 478/571/2921
Account Types: National/Political Candidate Agency BRD
Billing Type: Weekly/Irregular
Comments: GINNY DEERIN FOR MAYOR
FRAN BROWN 215-563-5400

Date Entered: 08/28/15
Last Modified: 09/01/15
Entered By: Randi Weathers
CO-OP: No
Headline #: ECR10671971
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$391.50
Net Total: \$2,218.50
Sales Tax:

Charleston S (WTAT)		
By Broadcast Month	Spots	Rate
Sep. 2015	16	\$2,610.00
Grand Total:	16	\$2,610.00

CHECKED SEP 02 2015
Remy

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 / SPOT (1)	09/01/15-09/01/15	3	:30	6P-7P (EST)	1		1						1	\$135.00	\$135.00	Charleston S (WTAT)	JUDGE JUDY	8/28/15
2.0	Normal Line / SPOT (2)	09/02/15-09/02/15	3	:30	6P-7P (EST)	1			1					1	\$135.00	\$135.00	Charleston S (WTAT)	JUDGE JUDY	8/28/15
3.0	Normal Line / SPOT (3)	09/03/15-09/03/15	3	:30	6P-7P (EST)	1				1				1	\$135.00	\$135.00	Charleston S (WTAT)	JUDGE JUDY	8/28/15
4.0	Normal Line / SPOT (4)	09/04/15-09/04/15	3	:30	6P-7P (EST)	1					1			1	\$135.00	\$135.00	Charleston S (WTAT)	JUDGE JUDY	8/28/15
5.0	Normal Line / SPOT (5)	09/02/15-09/02/15	3	:30	7P-Family Feud	1					1			1	\$225.00	\$225.00	Charleston S (WTAT)	FAMILY FEUD	8/28/15
6.0	Normal Line / SPOT (6)	09/04/15-09/04/15	3	:30	7P-Family Feud	1					1			1	\$225.00	\$225.00	Charleston S (WTAT)	FAMILY FEUD	8/28/15
7.0	Normal Line / SPOT (7)	09/01/15-09/01/15	3	:30	7:30P-Family Feud B	1					1			1	\$225.00	\$225.00	Charleston S (WTAT)	FAMILY FEUD B	8/28/15
8.0	Revised Line / SPOT (8)	09/03/15-09/03/15	3	:30	7:30P-8P (EST)	1					1			1	\$225.00	\$225.00	Charleston S (WTAT)	FAMILY FEUD B	8/28/15
8.1	Normal Line / SPOT (8)	09/02/15-09/02/15	3	:30	7:30P-Family Feud B	1					1			1	\$225.00	\$225.00	Charleston S (WTAT)	FAMILY FEUD B	9/1/15
9.0	Normal Line / News (9)	09/01/15-09/01/15	3	:30	10P-News-News at 10	1			1					1	\$175.00	\$175.00	Charleston S (WTAT)	NEWS AT 10	8/28/15
10.0	Normal Line / News (10)	09/02/15-09/02/15	3	:30	10P-News-News at 10	1				1				1	\$175.00	\$175.00	Charleston S (WTAT)	NEWS AT 10	8/28/15
11.0	Normal Line / News (11)	09/03/15-09/03/15	3	:30	10P-News-News at 10	1					1			1	\$175.00	\$175.00	Charleston S (WTAT)	NEWS AT 10	8/28/15
11.0.1	Closed Preempt (11)	09/03/15															Charleston S (WTAT)	Program Change/Exception	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments: _____



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Sales Office Millennium Washington DC

Buyer Name Briner, Chris

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Account Types National/Political Candidate Agency BRD

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Comments GINNY DEERIN FOR MAYOR
FRAN BROWN 215-553-5400

Date Entered 08/28/15

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Entered By Randi Weathers

CO-OP No

Headline # ECR10671971

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$391.50

Net Total \$2,218.50

Sales Tax

Charleston 5 (WTAT)

By Broadcast Month Spots

Sep. 2015 16 \$2,610.00

Grand Total: 16 \$2,610.00

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
12.0	Normal Line / News (12)	09/04/15-09/04/15	3	:30	10P- News-News at 10	1					1			1	\$175.00	\$175.00	Charleston 5 (WTAT)	NEWS AT 10	8/28/15
13.0	Normal Line / SPOT (13)	09/07/15-09/07/15	5	:30	6P- 7P (EST)	1	1							1	\$70.00	\$70.00	Charleston 5 (WTAT)	JUDGE JUDY	8/28/15
14.0	Normal Line / SPOT (14)	09/07/15-09/07/15	5	:30	7P- Family Feud	1	1							1	\$150.00	\$150.00	Charleston 5 (WTAT)	FAMILY FEUD	8/28/15
15.0	Normal Line / SPOT (15)	09/07/15-09/07/15	5	:30	7:30P- Family Feud B	1	1							1	\$150.00	\$150.00	Charleston 5 (WTAT)	FAMILY FEUD	8/28/15
16.0	Normal Line / News (16)	09/07/15-09/07/15	5	:30	10P- News-News at 10	1	1							1	\$100.00	\$100.00	Charleston 5 (WTAT)	NEWS AT 10	8/28/15
17.0	M/G For 11.0.1 / News (11)	09/03/15-09/03/15	3	:30	10:30P- News-News at 10	1					1			1	\$175.00	\$175.00	Charleston 5 (WTAT)	NEWS AT 10	9/1/15

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments: _____

ORDER WORKSHEET

Rep Order# 10671971 Ver# 3 Status Confirmed Traffic Order# 1992436 Printed: 09/02/15 5:07 PM Duplicate 1 of 3
 EC'd Yes Last Received: 09/01/15 10:52 AM
 Showing Buylines: All Lines

Station WTAT-TV CHARLESTON, SC Agency (CAPM) CANAL PARTNERS MEDIA Rep Firm MILLENNIUM SALES & MARKETING
 Advertiser (NW80) POLITICAL 25 WHITE OAK PLACE SW, 2ND FL Sales Office (DC) WASHINGTON
 Product INNY DEERIN MARIETTA, GA 30064 Salesperson (FB2) FRAN BROWN
 Estimate# 2921 Agency C/P1/P2/E 478/571/2921 Sales Assistant FRAN
 Buyer Chris Brimer Flight Dates 09/01/15-09/07/15 Salesperson Phone# 215-563-5400
 Salesperson Fax# 215-563-2974

--- CONTRACT COMMENT ---

GINNY DEERIN *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Len	Time	Spots/ Week	Day	Total Spots	Rate	Total Cost	Program	Num of Weeks	RTG/IMP GRPs/ (000)
1	09/01-09/01	30	6P-7P	1	Tu	1	\$135.00	\$135.00	JUDGE JUDY/JUDGE JUDY B	1	-
2	09/02-09/02	30	6P-7P	1	W	1	\$135.00	\$135.00	JUDGE JUDY/JUDGE JUDY B	1	-
3	09/03-09/03	30	6P-7P	1	Th	1	\$135.00	\$135.00	JUDGE JUDY/JUDGE JUDY B	1	-
4	09/04-09/04	30	6P-7P	1	F	1	\$135.00	\$135.00	JUDGE JUDY/JUDGE JUDY B	1	-
5	09/02-09/02	30	7P-730P	1	W	1	\$225.00	\$225.00	FAMILY FEUD	1	-
6	09/04-09/04	30	7P-730P	1	F	1	\$225.00	\$225.00	FAMILY FEUD	1	-
7	09/01-09/01	30	730P-8P	1	Tu	1	\$225.00	\$225.00	FAMILY FEUD B	1	-
8	09/03-09/03	30	730P-8P	0	Th	0	\$225.00	\$0.00	FAMILY FEUD B	1	-
9	09/01-09/01	30	10P-1030P	1	Tu	1	\$175.00	\$175.00	NEWS AT 10<	1	-
10	09/02-09/02	30	10P-1030P	1	W	1	\$175.00	\$175.00	NEWS AT 10<	1	-
11	09/03-09/03	30	10P-1030P	0	Th	0	\$175.00	\$0.00	NEWS AT 10<	1	-
12	09/04-09/04	30	10P-1030P	1	F	1	\$175.00	\$175.00	NEWS AT 10<	1	-

ORDER WORKSHEET

Rep Order# 10671971 Ver# 3 Status Confirmed Traffic Order# 1992436 Last Received: 09/01/15 10:52 AM Duplicate 2 of 3
 EC'd Yes Showing Buylines: All Lines

Station WTAT-TV CHARLESTON, SC Agency (CAPM) CANAL PARTNERS MEDIA Rep Firm MILLENNIUM SALES & MARKETING
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 Buyer Chris Brimer Flight Dates 09/01/15-09/07/15 Salesperson Phone# 215-563-5400
 Salesperson Fax# 215-563-2974

Ln	Dates	Len	Time	Spots/ Week	Day	Total Spots	Rate	Total Cost	Program	Num of Weeks	RTG/IMP	GRPs/ (000)
13	09/07-09/07	30	6P-7P	1	M	1	\$70.00	\$70.00	JUDGE JUDY/JUDGE JUDY B	1	-	-
14	09/07-09/07	30	7P-730P	1	M	1	\$150.00	\$150.00	FAMILY FEUD	1	-	-
15	09/07-09/07	30	730P-8P	1	M	1	\$150.00	\$150.00	FAMILY FEUD B<	1	-	-
16	09/07-09/07	30	10P-1030P	1	M	1	\$100.00	\$100.00	NEWS AT 10<	1	-	-
17	09/01-09/01	30	730P-8P	1	Tu	1	\$225.00	\$225.00	FAMILY FEUD B	1	-	-
18	09/03-09/03	30	1030P-11P	1	Th	1	\$175.00	\$175.00	NEWS AT 10<	1	-	-

---REPORT TOTALS---
 Report Totals: 16 / \$2,610.00

---SALES MONTHLY TOTALS---
 Sep2015: 16 / \$2,610.00
 Order Totals: 16 / \$2,610.00 Total GRPs: 0.0

---COMPETITIVE---
 Market Totals \$29,260.09
 CABL .00% UNKN .00% WCBD 22.23% WCIV 20.52% WCSC 48.33%
 WCTP .00% WMMP .00% WTAT 8.92%

---COMPETITIVE COMMENTS---
 SHARES ESTIMATED

Books [JUL14]
 Demos RA35+P

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

Station and Location: WTAT - TV Charleston, SC	Date: 08/28/2015
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I, Chris Brimer,

being/on behalf of: Deerin, Ginny, a legally

qualified candidate of the Democratic political

party for the office of: Mayor

in the General

election to be held on: 11/03/2015

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

Date of First Broadcast: 09/01/2015

Date of Last Broadcast: 09/07/2015

Total Charges: \$*****2,218.50 NET



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

Ginny for Mayor

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:

Ginny Deerin, Chairwoman

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

08/28/2015

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

