

ORDER

Orders
Order / Rev: 1166
Alt Order #: 25146805
Product Desc: RGA RIGHT DIRECTION
Estimate: 1685
Flight Dates: 04/15/16 - 04/20/16
Original Date / Rev: 04/14/16 / 04/14/16
Order Type: GENERAL

WDTV
Primary AE: Tim Defazio
Sales Office: NAT
Sales Region: National

Agency
Name: Target Enterprises
Buying Contact:
Billing Contact:
 15260 Ventrura Blvd
 Sherman Oaks, CA 91403

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

Advertiser
Name: RGA Right Direction PAC
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-08
Revenue Codes: AGY, POL, POL-ISS

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/16	04/20/16	32	\$7,438.00	\$6,322.30

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	32	\$7,438.00	\$6,322.30	0.00
Totals	32	\$7,438.00	\$6,322.30	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Defazio	REG	Regional	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
E 1	All	04/15/16	04/15/16	CBS THIS MORNING 7A CBS THIS MORNING 7A CBS THIS MORNING	CM	7:00 AM-8:00 AM	----F--	:30	1	\$150.00	P-08	0.00	NM	1	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/15/16 04/21/16 ----F-- 1 \$150.00 0.00															
E 2	All	04/18/16	04/20/16	CBS THIS MORNING 7A CBS THIS MORNING 7A CBS THIS MORNING	CM	7:00 AM-8:00 AM	MTW----	:30	3	\$150.00	P-08	0.00	NM	3	\$450.00
COMMENTS APPLY TO SUB LINES A THRU A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/18/16 04/24/16 MTW---- 3 \$150.00 0.00															
E 3	All	04/15/16	04/15/16	CBS THIS MORNING 8A CBS THIS MORNING 8A CBS THIS MORNING	CM	8:00 AM-9:00 AM	----F--	:30	1	\$150.00	P-08	0.00	NM	1	\$150.00
COMMENTS APPLY TO SUB LINES A THRU A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/15/16 04/21/16 ----F-- 1 \$150.00 0.00															
E 4	All	04/18/16	04/20/16	CBS THIS MORNING 8A CBS THIS MORNING 8A CBS THIS MORNING	CM	8:00 AM-9:00 AM	MTW----	:30	3	\$150.00	P-08	0.00	NM	3	\$450.00
COMMENTS APPLY TO SUB LINES A THRU A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/18/16 04/24/16 MTW---- 3 \$150.00 0.00															
E 5	All	04/15/16	04/15/16	M-F 11A-12P M-F	CM	11:00 AM-12:00 PM	----F--	:15	1	\$120.00	P-08	0.00	NM	1	\$120.00

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WDTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
COMMENTS APPLY TO SUB LINES A THRU A PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/15/16		04/15/16	04/21/16	----F--					1	\$120.00		0.00			
E 6	All	04/18/16	04/20/16	M-F 11A-12P M-F	CM	11:00 AM-12:00 PM	MTW----	:15	3	\$120.00	P-08	0.00	NM	3	\$360.00
COMMENTS APPLY TO SUB LINES A THRU A PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/18/16		04/18/16	04/24/16	MTW----					3	\$120.00		0.00			
E 7	All	04/15/16	04/15/16	M-F 5 NEWS MIDDAY 5 NEWS@ MIDDAY	CM	12:00 PM-12:30 PM	PI----F--	:15	1	\$93.00	P-08	0.00	NM	1	\$93.00
COMMENTS APPLY TO SUB LINES A THRU A 5 NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/15/16		04/15/16	04/21/16	----F--					1	\$93.00		0.00			
E 8	All	04/18/16	04/20/16	M-F 5 NEWS MIDDAY 5 NEWS@ MIDDAY	CM	12:00 PM-12:30 PM	MTW----	:15	3	\$93.00	P-08	0.00	NM	3	\$279.00
COMMENTS APPLY TO SUB LINES A THRU A 5 NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/18/16		04/18/16	04/24/16	MTW----					3	\$93.00		0.00			
E 9	All	04/15/16	04/15/16	M-F 3P-4P M-F	CM	3:00 PM-4:00 PM	----F--	:30	1	\$180.00	P-08	0.00	NM	1	\$180.00
COMMENTS APPLY TO SUB LINES A THRU A LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/15/16		04/15/16	04/21/16	----F--					1	\$180.00		0.00			
E 10	All	04/18/16	04/20/16	M-F 3P-4P M-F	CM	3:00 PM-4:00 PM	MTW----	:30	3	\$180.00	P-08	0.00	NM	3	\$540.00
COMMENTS APPLY TO SUB LINES A THRU A LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/18/16		04/18/16	04/24/16	MTW----					3	\$180.00		0.00			
E 11	All	04/15/16	04/15/16	M-F 4P-5P M-F	CM	4:00 PM-5:00 PM	----F--	:30	1	\$195.00	P-08	0.00	NM	1	\$195.00
COMMENTS APPLY TO SUB LINES A THRU A JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/15/16		04/15/16	04/21/16	----F--					1	\$195.00		0.00			
E 12	All	04/18/16	04/20/16	M-F 4P-5P M-F	CM	4:00 PM-5:00 PM	MTW----	:30	3	\$195.00	P-08	0.00	NM	3	\$585.00
COMMENTS APPLY TO SUB LINES A THRU A JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/18/16		04/18/16	04/24/16	MTW----					3	\$195.00		0.00			
E 13	All	04/19/16	04/19/16	TUESDAY PRIME HR 1 TUESDAY PRIME HR 1 NCIS	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$1,425.00	P-08	0.00	NM	1	\$1,425.00
COMMENTS APPLY TO SUB LINES A THRU A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/19/16		04/19/16	04/25/16	-T-----					1	\$1,425.00		0.00			
E 14	All	04/15/16	04/15/16	FRIDAY PRIME HR 3 FRIDAY PRIME HR 3 BLUE BLOODS	CM	10:00 PM-11:00 PM	PI----F--	:30	1	\$1,100.00	P-08	0.00	NM	1	\$1,100.00
COMMENTS APPLY TO SUB LINES A THRU A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/15/16		04/15/16	04/21/16	----F--					1	\$1,100.00		0.00			
E 15	All	04/15/16	04/15/16	M-F LOCAL NEWS @11P M-F LOCAL NEWS@11P	CM	11:00 PM-11:30 PM	PI----F--	:15	1	\$249.00	P-08	0.00	NM	1	\$249.00
COMMENTS APPLY TO SUB LINES A THRU A 5 NEWS @11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: RGA Right Direction PAC
 Product Desc: RGA RIGHT DIRECTION
 Estimate: 1685

WDTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	All	04/15/16	04/15/16	M-F LOCAL NEWS @ 11P M-F LOCAL NEWS@11P COMMENTS APPLY TO SUB LINES A THRU A 5 NEWS @ 11	CM	11:00 PM-11:30 PM	----F--	:15	1	\$249.00	P-08	0.00	NM	1	\$249.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 04/15/16		04/15/16	04/21/16	----F--			1			\$249.00		0.00			
E 16	All	04/18/16	04/20/16	M-F 11P WEATHER BB@11P M-F NEWS@11P WX BB/SP COMMENTS APPLY TO SUB LINES A THRU A 5 NEWS @ 11	CM	11:00 PM-11:30 PM	MTW----	:15	3	\$249.00	P-08	0.00	NM	3	\$747.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 04/18/16		04/18/16	04/24/16	MTW----			3			\$249.00		0.00			
E 17	All	04/17/16	04/17/16	CBS SUNDAY MORNING CBS SUNDAY MORNING COMMENTS APPLY TO SUB LINES A THRU A CBS SUN MORNING	CM	9:00 AM-10:00 AM	-----S	:30	1	\$155.00	P-08	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 04/17/16		04/17/16	04/23/16	-----S			1			\$155.00		0.00			
E 18	All	04/17/16	04/17/16	5 NEWS WEEKEND @ 6P SA-SU 5 NEWS @ 6P COMMENTS APPLY TO SUB LINES A THRU A 5 NEW WEEKEND	CM	6:00 PM-6:30 PM	-----S	:15	1	\$210.00	P-08	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 04/17/16		04/17/16	04/23/16	-----S			1			\$210.00		0.00			
Totals													0	\$0.00	

Buy Detail Report

Client: RGA Right Direction PAC
Media: TV
Product: RGA Right Direction PAC
Market: Clarksburg
Primary Demo: Adults 35+

Estimate: 1685
Description: RGA RD PAC 4/14-4/20 WV
Flight Start Date: 4/11/2016 03:00 AM
Flight End Date: 4/24/2016 02:59 AM
Survey: May 16 Proj. (May 15 HLT, Nov 15 SHR)
DMA: Nielsen Live+1
Buyer: Meredith Marcus

Vendor: WDTV-TV
5 TV Dr

Bridgeport, WV 26330

Phone: 304-623-5555
Fax: 304-842-7501
Affiliation: CBS

Revision #: Date: 4/14/2016 11:01 AM
Vendor Code: 2550

DO NOT DUPLICATE BOOK

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 4/11	4/18	Total Spots	Adults 35+	Rtg/CPP
WDTV-TV									
41	MTUWTHF 7:00a-8:00a CBS THIS MORNING	EM	\$150.00	30	1	3	4	2.8	\$53.57
42	MTUWTHF 8:00a-9:00a CBS THIS MORNING	EM	\$150.00	30	1	3	4	2.6	\$57.69
43	MTUWTHF 11:00a-12:00p PRICE IS RIGHT	DT	\$120.00	15	1	3	4	5.3	\$22.64
44	MTUWTHF 12:00p-12:30p 5 NEWS MIDDAY	DT	\$93.00	15	1	3	4	5.7	\$16.32
45	MTUWTHF 3:00p-4:00p LETS MAKE A DEAL	EF	\$180.00	30	1	3	4	3.5	\$51.43
46	MTUWTHF 4:00p-5:00p JUDGE JUDY	EF	\$195.00	30	1	3	4	3.1	\$62.90
47	Tu 8:00p-9:00p NCIS	PT	\$1,425.00	30		1	1	14.6	\$97.60
48	F 10:00p-11:00p BLUE BLOODS	PT	\$1,100.00	30	1		1	8.4	\$130.95
49	MTUWTHF 11:00p-11:30p 5 NEWS @ 11	LN	\$249.00	15	1	3	4	3.0	\$83.00
50	Su 9:00a-10:00a CBS SUN MORNING	WK	\$155.00	30	1		1	5.1	\$30.39
51	Su 6:00p-6:30p 5 NEWS WEEKEND	WK	\$210.00	15	1		1	4.1	\$51.22

ATTENTION
FLIGHT DATES
4/15 TO 4/20

Buy Detail Report

Client: RGA Right Direction PAC

Estimate: 1685

Media: TV

Description: RGA RD PAC 4/14-4/20 WW

Vendor: WDTV-TV

Revision #: 2550

Date: 4/14/2016 11:01 AM

Product: RGA Right Direction PAC

Flight Start Date: 4/11/2016 03:00 AM

5 TV Dr

Market: Clarksburg

Flight End Date: 4/24/2016 02:59 AM

Bridgeport, WV 26330

Primary Demo: Adults 35+

Survey: May16 Proj. (May15 HLT, Nov15 SHR)

Separation between spots: 30

Buyer: Meredith Marcus

Phone: 304-623-5555

Fax: 304-842-7501

Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Wks	Dur	Total Spots	Adults 35+	Rtg/CPP
WDTV-TV								
				4/11	4/18			

Total Spots: 10 22
Total GRP/GIM(P(000): 43.6 92.6
Total CPP/CPM: \$7,438.00

32 136.2
32 \$54.61

Signature:



Disclaimer:

REVISION
Do Not Double Book



Target Enterprises
15260 Ventura Boulevard, Suite 1240
Sherman Oaks, CA 91403
(818) 905-0005

AGREEMENT FORM FOR NON-CANDIDATE ADVERTISING

Station and Location: WDTV, P.O. BOX 480 BRIDGEPORT	Date: 04/14/2016
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I, **TARGET ENTERPRISES** do hereby request station time concerning the following issue:

gubernatorial election

SEE ATTACHED SCHEDULES

This broadcast time will be used by: RGA Right Direction PAC

Does the programming (in whole or in part) communicate
"a message relating to any political matter of national importance?"

☐ YES

☒ NO

I represent that the payment for the above described broadcast time has been furnished by
(name & address)

RGA Right Direction PAC, 1747 Penn. Ave. NW, Suite 250, Washington, DC 20006

and are authorized to announce the time as paid for by such person or entity (hereinafter referred
to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors
(or attach separately):

Michael G. Adams, Treasurer

Julie Iadanza

04/12/2016

Signature of Issue Advertiser (Sponsor)

Date

To be Signed by Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

04/14/2016

Signature

Date

TIM DEFAZIO

GENERAL MANAGER

Printed Name

Title