

ORDER

Orders
Order / Rev: 216637
Alt Order #:
Product Desc: JBE 10.27-11.2
Estimate:
Flight Dates: 10/27/15 - 11/02/15
Original Date / Rev: 10/26/15 / 10/26/15
Order Type: GENERAL

WGNO-TV

Primary AE: Roger Sierra
Sales Office: LOCAL
Sales Region: Local

Agency Name: Arsement Media Group
Buying Contact: Camille Arsement
Billing Contact:
 104 Live Oak Dr.
 Lafayette, LA 70503

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

Advertiser Name: Edwards/D/Gov
Demographic: A25-54
Product Codes: PL2.e.i
Priority: 03
Revenue Codes: Agency, Political, Political-Non-PAC

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/15	10/31/15	17	\$1,820.00	\$1,547.00
11/01/15	11/02/15	4	\$330.00	\$280.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	17	\$1,820.00	\$1,547.00	0.00
November 2015	4	\$330.00	\$280.50	0.00
Totals	21	\$2,150.00	\$1,827.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Roger Sierra	LOCAL	Local	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
N 1	26	10/27/15	11/02/15	Friday Prime Hour 3	CM	9p-10p	----F--	:30	1	\$500.00	03	0.00	NM	1	\$500.00
				Friday Prime Hour 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	----F--		1				\$500.00		0.00			
		Week: 11/02/15	11/08/15	-----		0				\$0.00		0.00			
N 2	26	10/27/15	11/02/15	M-F 7a-9a	CM	7a-9a	MTWTF--	:30	4	\$85.00	03	0.00	NM	5	\$425.00
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-TWTF--		4				\$85.00		0.00			
		Week: 11/02/15	11/08/15	M-----		1				\$85.00		0.00			
N 3	26	10/27/15	11/02/15	M-F 10a-11a	CM	10a-11a	MTWTF--	:30	4	\$115.00	03	0.00	NM	5	\$575.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-TWTF--		4				\$115.00		0.00			
		Week: 11/02/15	11/08/15	M-----		1				\$115.00		0.00			
N 4	26	10/27/15	11/02/15	M-F 12p-1p	CM	12p-1p	MTWTF--	:30	4	\$65.00	03	0.00	NM	5	\$325.00
				M-F 12p-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-TWTF--		4				\$65.00		0.00			
		Week: 11/02/15	11/08/15	M-----		1				\$65.00		0.00			
N 5	26	10/27/15	11/02/15	M-F 1p-2p	CM	1p-2p	MTWTF--	:30	4	\$65.00	03	0.00	NM	5	\$325.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	-TWTF--		4				\$65.00		0.00			

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Advertiser: Edwards/D/Gov
 Product Desc: JBE 10.27-11.2
 Estimate:

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	26	10/27/15	11/02/15	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	4	\$65.00	03	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/02/15	11/08/15	M-----	1		\$65.00		0.00						
													Totals	21	\$2,150.00

Station Order

Market: New Orleans
Vendor: WGNO
Station Rep: Roger Sierra
Phone: (504) 569-0911
Email: rasierra@wgno.com
Campaign Remarks:

John-Bel Edwards

Campaign: JBE 10/27-11/2 Broadcast
Flight Dates: 10/27/2015 to 11/02/2015
Contract No: 1550108390
Rev. No: 1

Arsement Media Group

Buyer: Kalyn Simon
kalyn@arsementmedia.com

Item	Days	Times	DPLEN	Call	Program Title	Rate/Total	Oct 27	Nov 02	Spots
1	F	0900P-1000P	/30	WGNO	20/20	500.00 500.00	1	0	1
2	MTWRF	0100P-0200P	/30	WGNO	General Hospital	65.00 325.00	4	1	5
3	MTWRF	0700A-0900A	/30	WGNO	Good Morning America	85.00 425.00	4	1	5
4	MTWRF	1200P-0100P	/30	WGNO	The Chew	65.00 325.00	4	1	5
5	MTWRF	1000A-1100A	/30	WGNO	The View	115.00 575.00	4	1	5
							17	4	21

Month	Spots	Gross	Net
Nov	21	\$2,150.00	\$1,827.50
Totals	21	\$2,150.00	\$1,827.50

Comments:
Please use equal rotation. Thank you!

Traffic:
JBE_Integrity_HD1080 at 75% and JBE_HonorCode_1080HD at 25%.

Signed: _____ Date: _____

Arsement Media Group
104 Live Oak Drive
Lafayette, LA 70503
(337) 501-9900

Buyer
Kalyn Simon
kalyn@arsementmedia.com
(337) 849-3251



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: WGNO - New Orleans, LA	Date: October 25, 2015
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I, Arsement Media Group,
 being/on behalf of: John Bel Edwards,
 a legally qualified candidate of the Democratic
 political party for the office of: Governor of Louisiana
 in the Primary
 election to be held on: October 24, 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please see attached order.					

Attach proposed schedule with charges (if available):

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

John Bel Edwards Campaign Fund

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:

Andrew M. Edwards II

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

October 25, 2015

Date

KSimm

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

[Signature]

Signature

Larry Nuss

Printed Name

L.S.M

Title