

ORDER



Orders
Order / Rev: 191577
Alt Order #:
Product Desc: JBE 9.21-10.4
Estimate: 1550107183
Flight Dates: 09/21/15 - 10/04/15
Original Date / Rev: 09/17/15 / 09/17/15
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: John Bel 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:

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/15	09/30/15	14	\$1,160.00	\$986.00
10/01/15	10/02/15	4	\$310.00	\$263.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	14	\$1,160.00	\$986.00	0.00
October 2015	4	\$310.00	\$263.50	0.00
Totals	18	\$1,470.00	\$1,249.50	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	09/21/15	10/04/15	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$115.00	03	0.00	NM	6	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					3	\$115.00		0.00			
		Week: 09/28/15	10/04/15	MTWTF--					3	\$115.00		0.00			
N 2	26	09/21/15	10/04/15	M-F 12p-1p M-F 12p-1p	CM	12p-1p	MTWTF--	:30	3	\$65.00	03	0.00	NM	6	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					3	\$65.00		0.00			
		Week: 09/28/15	10/04/15	MTWTF--					3	\$65.00		0.00			
N 3	26	09/21/15	10/04/15	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	3	\$65.00	03	0.00	NM	6	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					3	\$65.00		0.00			
		Week: 09/28/15	10/04/15	MTWTF--					3	\$65.00		0.00			
													Totals	18	\$1,470.00

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 9.21-10.4 Statewide Broadcast
 Flight Dates: 09/21/2015 to 10/04/2015
 Contract No: 1550107183
 Rev. No: 1

Arsement Media Group

Buyer: Kalyn Simon
 kaly@arsementmedia.com

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Sep 21	Sep 28	Spots
1	MTWRF	0100P-0200P	/30	WGNO	General Hospital	65.00 390.00	3	3	6
2	MTWRF	1200P-0100P	/30	WGNO	The Chew	65.00 390.00	3	3	6
3	MTWRF	1000A-1100A	/30	WGNO	The View	115.00 690.00	3	3	6
							9	9	18

Month	Spots	Gross	Net	000s
Sep	9	\$735.00	\$624.75	0
Oct	9	\$735.00	\$624.75	0
Totals	18	\$1,470.00	\$1,249.50	0

Comments:
 Please use equal rotation. Thank you!

Traffic:
 JBE_Leader_1080HD 100%

Signed: _____ Date: _____

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

Buyer
 Kalyn Simon
 kaly@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-TV - New Orleans, LA	Date: September 16, 2015
---	---------------------------------

I, Arsement Media Group,
John Bel Edwards
 being/on behalf of: _____,
 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

September 16, 2015

Date

KSimm

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Recky Daigk

Printed Name

GM

Title