

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	Date: 11/25/2014
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I, Betsy Vonderheid,

being/on behalf of: Bill Cassidy for Senate,

a legally qualified candidate of the Republican

political party for the office of: Senator

in the Run-Off

election to be held on: December 6, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		12/3-12/6			

Attach proposed schedule with charges (if available): \$3,050.00

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

Bill Cassidy 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:

Ralph Stephens

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

11/25/2014

Date

Betsy Vanderkooi

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

LINDA ANDERSON

Printed Name

NSM

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, Betsy Vonderheid

(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.

Betsy Vonderheid

signature of candidate or authorized committee

Betsy Vonderheid

printed name

11/25/2014

date

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

ORDER

Print Date 11/06/14 14:44:01

Page 1 of 2

Orders

Order / Rev:

23502

Alt Order #:

07441362

Product Desc:

CASSIDY FOR SENATE

Estimate:

680

Flight Dates:

12/03/14 - 12/06/14

Original Date / Rev:

11/06/14 / 11/06/14

Order Type:

GENERAL



WGNO-TV

Teresa DiFuria

NPHL

National

Agency

Name:

SRCP Media, Inc.

Buying Contact:

Billing Contact:

201 N Union St
Alexandria, VA 22314

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Cassidy/R/SenLa

Demographic:

A35+

Product Codes:

PL4

Priority:

04

Revenue Codes:

Agency, Political, Political-Non-PAC

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
------------	----------	---------	--------------	------------

12/01/14	12/05/14	22	\$3,295.00	\$2,800.75
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Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2014	22	\$3,295.00	\$2,800.75	0.00
Totals	22	\$3,295.00	\$2,800.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Teresa DiFuria

Start Of Order - End Of Order

100%

Order Share

WGNO-TV

5%

\$3,295.00

Market

100%

\$65,900.00

Competitive Share

CABLE

0%

\$0.00

KGIA

0%

\$0.00

UNKWN

0%

\$0.00

WDSU

19%

\$12,521.00

WHNO

0%

\$0.00

0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
27%	\$17,793.00
49%	\$32,291.00
0%	\$0.00

Page 2 of 2

Advertiser: Cassidy/R/Sen/La

Product Desc: CASSIDY FOR SENATE

Estimate: 680

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	26	12/05/14	12/05/14	Friday Prime Hour 3 Friday Prime Hour 3	CM	9:00 PM-10:00 PM	-----1--	:30	1	\$715.0007		0.00	NM	1	\$715.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays ----1-- Spots/Week 1 Rate \$715.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$150.00 0.00</div>															
E 2	26	12/03/14	12/05/14	M-F 10p-1035p WGNO News @ 10p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$150.0004		0.00	NM	3	\$450.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$150.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$150.00 0.00</div>															
E 3	26	12/03/14	12/05/14	M-F 10a-11a View	CM	10:00 AM-11:00 AM	--WTF--	:30	3	\$110.0007		0.00	NM	3	\$330.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$110.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$110.00 0.00</div>															
E 4	26	12/03/14	12/05/14	M-F 4p-5p Judge Mathis	CM	4:00 PM-5:00 PM	--WTF--	:30	3	\$100.0004		0.00	NM	3	\$300.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$100.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$100.00 0.00</div>															
E 5	26	12/03/14	12/05/14	M-F 5p-530p News With A Twist 5p	CM	5:00 PM-5:30 PM	--WTF--	:30	3	\$125.0004		0.00	NM	3	\$375.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$125.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$125.00 0.00</div>															
E 6	26	12/03/14	12/05/14	M-F 6p-630p News With A Twist 6p	CM	6:00 PM-6:30 PM	--WTF--	:30	3	\$125.0004		0.00	NM	3	\$375.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$125.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$125.00 0.00</div>															
E 7	26	12/03/14	12/05/14	M-F 630p-7p Big Bang Theory	CM	6:30 PM-7:00 PM	--WTF--	:30	3	\$180.0004		0.00	NM	3	\$540.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$180.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$180.00 0.00</div>															
E 8	26	12/03/14	12/05/14	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	--WTF--	:30	3	\$70.0004		0.00	NM	3	\$210.00
<div>Start Date 12/01/14 End Date 12/07/14 Weekdays --WTF-- Spots/Week 3 Rate \$70.00 Rating 0.00</div> <div>Week: 12/01/14 12/07/14 --WTF-- 3 \$70.00 0.00</div>															

REP HEADLINE# 7441362
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT13/14 12.36
*** WGNO-TV ***

ADV # ADV. NAME POLI/B CASSIDY/R/SEN/LA
AGY # AGY. NAME SRCP MEDIA, INC.

201 N. UNION STREET, SUITE 200

ALEXANDRIA, VA 22314

REP. # OFF. # 13 SALESMAN #
BUYER NAME BETSY VONDERHEID
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 7441362 CLASS: NATL. LOCAL REGIONAL

PRDCT CASSIDY FOR SENATE EST#680 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC3/14 DEC6/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT13/14 12.36

REP: NEW CASSIDY FOR SENATE ORDER
***12N CUT OFF SAT

TOTAL \$3,295

PLEASE CONFIRM THANKS
ALEX

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
12N CUT OFF SAT***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 74
AGENCY PRODUCT CODE = 242
AGENCY EST# = 680

1			900P-1000P	30		\$715.00	12/5	12/5	1		FRI	1
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PROGRAM : 2020
CON COM1 : 2020

2			1000P-1030P	30		\$150.00	12/3	12/5	3		W-F	3
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PROGRAM : WGNO NEWS-10P
CON COM1 : WGNO NEWS-10P

REP HEADLINE# 7441362
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT13/14 12.36
 *** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000A-1100A PROGRAM : VIEW-ABC< CON COM1: VIEW-ABC<	30		\$110.00	12/3	12/5	3		W-F	3
4			400P-500P PROGRAM : JUDGE MATHIS CON COM1: JUDGE MATHIS	30		\$100.00	12/3	12/5	3		W-F	3
5			500P-530P PROGRAM : NEWS-TWIST 5PM CON COM1: NEWS-TWIST 5PM	30		\$125.00	12/3	12/5	3		W-F	3
6			600P-630P PROGRAM : NEWS-TWIST 6PM CON COM1: NEWS-TWIST 6PM	30		\$125.00	12/3	12/5	3		W-F	3
7			630P-700P PROGRAM : BIG BNG THEORY CON COM1: BIG BNG THEORY	30		\$180.00	12/3	12/5	3		W-F	3
8			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$70.00	12/3	12/5	3		W-F	3
DEC/14			\$3,295.00									
CONTRACT TOTAL \$3,295.00												22
TOTAL SPOTS												22

MARKET TOTALS \$65,900 WGNO 5%

WVUE 27% WDSU 19% WNOL 0% WCCL 0% WUPL 0%
 CABL 0% WPXL 0%

HEAVY CBS PRIME. NFL & SAINTS

SVC- NSI
 DEMOS- RA35+*

ORDER

Print Date 11/07/14 15:22:44

Page 1 of 2

Orders

Order / Rev:

23502

Alt Order #:

07441362

Product Desc:

CASSIDY FOR SENATE

Estimate:

680

Flight Dates:

12/03/14 - 12/06/14

Original Date / Rev:

11/07/14 / 11/07/14

Order Type:

GENERAL



WGNO-TV

Teresa DiFuria

NPHL

National

Primary AE:

Sales Office:

Sales Region:

Agency

Name:

SRCP Media, Inc.

Buying Contact:

Billing Contact:

201 N Union St

Alexandria, VA 22314

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Cassidy/R/Sen/La

Demographic:

A35+

Product Codes:

PL4

Priority:

04

Revenue Codes:

Agency, Political, Political-Non-PAC

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
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12/01/14	12/06/14	22	\$3,440.00	\$2,924.00
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Totals

Month	# Spots	Gross Amount	Net Amount	Rating
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December 2014	22	\$3,440.00	\$2,924.00	0.00
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Totals	22	\$3,440.00	\$2,924.00	0.00
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Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Teresa DiFuria

Start Of Order - End Of Order

100%

Order Share

	Share	Total
--	-------	-------

WGNO-TV	5%	\$3,440.00
---------	----	------------

Market

100%

\$68,800.00

Competitive Share

	Share	Total
--	-------	-------

CABLE	0%	\$0.00
-------	----	--------

KGIA

0%

\$0.00

UNKWN	0%	\$0.00
-------	----	--------

WDSU

19%

\$13,072.00

WHNO	0%	\$0.00
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WLAE 0% \$0.00
 WNOL 0% \$0.00
 WPXL 0% \$0.00
 WUPL 0% \$0.00
 WVUE 27% \$18,576.00
 WWL 49% \$33,712.00
 WYES 0% \$0.00

Print Date: 11/07/14 15:22:44 Page 2 of 2

Order / Rev: 23502
 Alt Order #: 07441362
 Flight Dates: 12/03/14 - 12/06/14

Advertiser: Cassidy/R/Sen/La
 Product Desc: CASSIDY FOR SENATE
 Estimate: 680

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	12/05/14	12/05/14	Friday Prime Hour 3	CM	9:00 PM-10:00 PM	----1--	:30	1	\$800.00	04	0.00	NM	1	\$800.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	----1--	1	\$800.00	0.00								
2	26	12/03/14	12/05/14	M-F 10p-1035p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$150.00	04	0.00	NM	3	\$450.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$150.00	0.00								
WGNO News @ 10p															
N 3	26	12/03/14	12/05/14	M-F 10a-11a	CM	10:00 AM-11:00 AM	--WTF--	:30	3	\$130.00	04	0.00	NM	3	\$390.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$130.00	0.00								
View															
4	26	12/03/14	12/05/14	M-F 4p-5p	CM	4:00 PM-5:00 PM	--WTF--	:30	3	\$100.00	04	0.00	NM	3	\$300.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$100.00	0.00								
Judge Mathis															
5	26	12/03/14	12/05/14	M-F 5p-530p	CM	5:00 PM-5:30 PM	--WTF--	:30	3	\$125.00	04	0.00	NM	3	\$375.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$125.00	0.00								
News With A Twist 5p															
6	26	12/03/14	12/05/14	M-F 6p-630p	CM	6:00 PM-6:30 PM	--WTF--	:30	3	\$125.00	04	0.00	NM	3	\$375.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$125.00	0.00								
News With A Twist 6p															
7	26	12/03/14	12/05/14	M-F 630p-7p	CM	6:30 PM-7:00 PM	--WTF--	:30	3	\$180.00	04	0.00	NM	3	\$540.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$180.00	0.00								
Big Bang Theory															
8	26	12/03/14	12/05/14	M-F 7a-9a	CM	7:00 AM-9:00 AM	--WTF--	:30	3	\$70.00	04	0.00	NM	3	\$210.00
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/07/14	--WTF--	3	\$70.00	0.00								
M-F 7a-9a															
Week: 12/01/14 12/07/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		12/01/14	12/0												

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV7/14 15.34

201 N. UNION STREET, SUITE 200	SALES PRSN PH- TERESA DIFURIA
ALEXANDRIA, VA 22314	

PRDCT	CASSIDY FOR SENATE	EST # 680	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	DECEMBER 14	DECEMBER 14	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE NOV7/14	15.34
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PLEASE CONFIRM THANKS
ALEX

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
12N CUT OFF SAT***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	RZ		900P-1000P	30		\$800.00	12/5	12/5	1		FRI	1
AGENCY ADVERTISER CODE = 74 AGENCY PRODUCT CODE = 242 AGENCY EST# = 680												
PROGRAM : 2020 CON COM1 : 2020 CON COM2 : RATE CHANGE												

REP HEADLINE# 7441362 TRF# 23502
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV7/14 15.34
CHANGES ** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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3	RZ		1000A-1100A	30		\$130.00	12/3	12/5	3		W-F	3
PROGRAM : VIEW-ABC<												
CON COM1: VIEW-ABC<												
CON COM2: RATE CHANGE												

DEC/14 \$3,440.00

CONTRACT TOTAL \$3,440.00
TOTAL SPOTS 22

MARKET TOTALS \$65,900 WGNO 5% WWL 49% WVUE 27% WDSU 19% WNOL 0% WCCL 0% WUPL 0%
CABL 0% WPXL 0%

HEAVY CBS PRIME. NFL & SAINTS

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ORDER

Print Date 11/24/14 11:26:16

Page 1 of 3

Orders

Order / Rev: 23502

Alt Order #: 07441362

Product Desc: CASSIDY FOR SENATE

Estimate: 680

Flight Dates: 12/03/14 - 12/06/14

Original Date / Rev: 11/24/14 / 11/24/14

Order Type: GENERAL



WGNO-TV

Teresa DiFuria

NPHL

National

Agency

Name: SRCP Media

Buying Contact:

Billing Contact:

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name: Cassidy/R/SenLa

Demographic: A35+

Product Codes: PL4

Priority: 04

Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
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12/01/14	12/05/14	23	\$4,640.00	\$3,944.00
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Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2014	23	\$4,640.00	\$3,944.00	0.00
Totals	23	\$4,640.00	\$3,944.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Teresa DiFuria

Start Of Order - End Of Order

100%

Order Share

WGNO-TV	Share	Total
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Market	100%	\$92,800.00
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KGIA	0%	\$0.00
UNKWN	0%	\$0.00
WDSU	19%	\$17,632.00
WHNO	0%	\$0.00

0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
27%	\$25,056.00
49%	\$45,472.00
0%	\$0.00

Print Date: 11/24/14 11:26:16 Page 2 of 3

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	26	12/05/14	12/05/14	Friday Prime Hour 3 Friday Prime Hour 3	CM	9:00 PM-10:00 PM	----1--	:30	1	\$800.00	04	0.00	NM	1	\$800.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays ----1--</div><div>Spots/Week 1</div><div>Rate \$800.00</div><div>Rating 0.00</div></div>															
2	26	12/03/14	12/05/14	M-F 10P-1035p WGNO News @ 10p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$150.00	04	0.00	NM	3	\$450.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$150.00</div><div>Rating 0.00</div></div>															
3	26	12/03/14	12/05/14	M-F 10a-11a View	CM	10:00 AM-11:00 AM	--WTF--	:30	3	\$130.00	04	0.00	NM	3	\$390.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$130.00</div><div>Rating 0.00</div></div>															
4	26	12/03/14	12/05/14	M-F 4p-5p Judge Mathis	CM	4:00 PM-5:00 PM	--WTF--	:30	3	\$100.00	04	0.00	NM	3	\$300.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$100.00</div><div>Rating 0.00</div></div>															
5	26	12/03/14	12/05/14	M-F 5p-530p News With A Twist 5p	CM	5:00 PM-5:30 PM	--WTF--	:30	3	\$125.00	04	0.00	NM	3	\$375.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$125.00</div><div>Rating 0.00</div></div>															
6	26	12/03/14	12/05/14	M-F 6p-630p News With A Twist 6p	CM	6:00 PM-6:30 PM	--WTF--	:30	3	\$125.00	04	0.00	NM	3	\$375.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$125.00</div><div>Rating 0.00</div></div>															
7	26	12/03/14	12/05/14	M-F 630p-7p Big Bang Theory	CM	6:30 PM-7:00 PM	--WTF--	:30	3	\$180.00	04	0.00	NM	3	\$540.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$180.00</div><div>Rating 0.00</div></div>															
8	26	12/03/14	12/05/14	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	--WTF--	:30	3	\$70.00	04	0.00	NM	3	\$210.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$70.00</div><div>Rating 0.00</div></div>															
E 9	26	12/05/14	12/05/14	Friday Prime Hour 2 Friday Prime Hour 2	CM	8p-9p	----1--	:30	1	\$1,200.00	04	0.00	NM	1	\$1,200.00
<div>Week: 12/01/14 12/07/14</div> <div><div>Start Date 12/01/14</div><div>End Date 12/07/14</div><div>Weekdays --WTF--</div><div>Spots/Week 3</div><div>Rate \$70.00</div><div>Rating 0.00</div></div>															

Page 3 of 3

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 9	26	12/05/14	12/05/14	Friday Prime Hour 2	CM	8p-9p	----1--	:30	1	\$1,200.00	004	0.00	NM	1	\$1,200.00	
Friday Prime Hour 2																
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
	Week: 12/01/14	12/07/14	----1--	1		\$1,200.00	0.00									
Totals															23	\$4,640.00

REP HEADLINE# 7441362 TRF# 23502
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
NOV24/14 12.21
*** WGNO-TV ***

ADV # ADV. NAME POLI/B CASSIDY/R/SEN/LA
AGY # AGY. NAME SRCP MEDIA, INC.

201 N. UNION STREET, SUITE 200

ALEXANDRIA, VA 22314

REP.# OFF.# 13 SALESMAN #
BUYER NAME BETSY VONDERHEID
SALES PRSN PH- TERESA DIFURIA

ORDER #

CONTRACT # 7441362

CLASS: NATL. LOCAL REGIONAL

PRDCT CASSIDY FOR SENATE

EST#680

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC3/14 DEC6/14 WK-1

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE NOV24/14 12.21

REP:

***REVISED ORDER
ADDED SPOT
SEE LINE 9

REVISED TOTAL \$4,640 (+\$1,200)

PLEASE CONFIRM THANKS
ALEX

CON CM

***** THIS IS A CASH IN ADVANCE SCHEDULE *****
12N CUT OFF SAT***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 74
AGENCY PRODUCT CODE = 242

AGENCY EST# = 680

9	A		800P-900P	30		\$1,200.00	12/5	12/5	1		FRI	1
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PROGRAM : SHARK TANK
ORD COM1: ADDED SPOT
CON COM1: SHARK TANK

REP HEADLINE# 7441362 TRF# 23502
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

NOV24/14 12.21
*** CHANGES *** ** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

DEC/14			\$4,640.00									
CONTRACT TOTAL \$4,640.00												
TOTAL SPOTS 23												

MARKET TOTALS	\$65,900	WGNO 5%	WWL 49%	WVUE 27%	WDSU 19%	WNOL 0%	WCCL 0%	WUPL 0%
		CABL 0%	WPXI 0%					

HEAVY CBS PRIME. NFL & SAINTS
SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE