

## 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**

<b>Station and Location:</b> WGNO	<b>Date:</b> 7/31/2014
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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 General

election to be held on: November 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		8/5-8/11			

**Attach proposed schedule with charges (if available): \$2,095.00**

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***

7/31/2014

**Date**

Betsy Vandenberg

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

[Signature]  
**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**

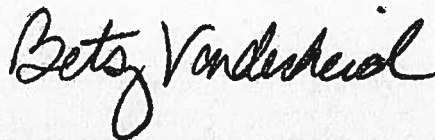
☐ **does not**

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.



signature of candidate or authorized committee

Betsy Vonderheid

printed name

7/31/2014

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
As Ordered - See attached					

**Attach proposed schedule with charges (if available):**

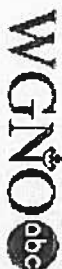
### AFTER AIRING OF BROADCASTS:

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



## Orders

Order / Rev: 603644

Alt Order #: 07262225

Product Desc: CASSIDY FOR SENATE

Estimate: 475

Flight Dates: 08/05/14 - 08/11/14

Original Date / Rev: 08/04/14 / 08/04/14

Order Type: GENERAL

Primary AE: Teresa Difuria

Sales Office: TPHL

Sales Region: National

## Agency

Name: SRCP Media, Inc.

Buying Contact:

Billing Contact:

Cash

Broadcast

EOM/EOC

15%

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

201 N Union St

Alexandria, VA 22314

Cassidy/R/SenLa

A35+

PL4

02

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:15:00

## Bill Plan

## Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/11/14	15	\$2,095.00	\$1,780.75

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	15	\$2,095.00	\$1,780.75	0.00
<b>Totals</b>	<b>15</b>	<b>\$2,095.00</b>	<b>\$1,780.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa Difuria				100%

## Order Share

WGNO-TV	Share	Total
	5%	\$2,095.00

Market	100%	\$41,900.00
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## Competitive Share

CABLE	Share	Total
	0%	\$0.00

LWWL	0%	\$0.00
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UNKNWN	0%	\$0.00
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WDSU	25%	\$10,475.00
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WHNO	0%	\$0.00
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\$0.00  
\$0.00  
\$0.00  
\$0.00  
\$7,542.00  
\$21,788.00  
\$0.00

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**Advertiser:** Cassidy/R/Sen/La

**Product Desc:** CASSIDY FOR SENATE

**Estimate:** 475

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	26	08/05/14	08/11/14	M-F 10-1035P M-F 10-1035p	CM	10-1035p	MTWTF--	:30	2	\$120.0002		0.00	NM	2	\$240.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/05/14    08/11/14    MTWTF--    2    \$120.00    0.00																
E 2	26	08/05/14	08/11/14	M-F 5-530P M-F 5-530p	CM	5-530P	MTWTF--	:30	5	\$85.0002		0.00	NM	5	\$425.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/05/14    08/11/14    MTWTF--    5    \$85.00    0.00																
E 3	26	08/05/14	08/11/14	GMA GMA	CM	7-9a	MTWTF--	:30	6	\$55.0002		0.00	NM	6	\$330.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/05/14    08/11/14    MTWTF--    6    \$55.00    0.00																
E 4	26	08/10/14	08/10/14	Sun Prime Rotator Su ROS 6-10p (8:00 PM-9:00 PM)	CM	6-10p	-----1	:30	1	\$450.0002		0.00	NM	1	\$450.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/04/14    08/10/14    -----1    1    \$450.00    0.00																
E 5	26	08/07/14	08/07/14	Thur Prime B TH 8-9p	CM	8-9p	---1----	:30	1	\$650.0002		0.00	NM	1	\$650.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/04/14    08/10/14    ---1----    1    \$650.00    0.00																
Totals															15	\$2,095.00

JUL10/14 10.35  
\*\*\* WGN0-TV \*\*\*

PROGRAM :	GD MRN	AMR-ABC
CON COM1:	GD MRN	AMR-ABC

REP HEADLINE# 7262225  
 \*\*\* ORIGINAL REV#0 \*\*\*

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

JUL10/14 10.35  
 \*\*\* WGNO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800P-1000P <i>9P</i>	30		\$450.00	8/10	8/10	1		SUN	1
PROGRAM : RISING STAR												
CON COM1: RISING STAR												
5			800P-900P	30		\$650.00	8/7	8/7	1		THU	1
PROGRAM : ROOKIE BLUE												
CON COM1: ROOKIE BLUE												
AUG/14			\$2,095.00									

CONTRACT TOTAL \$2,095.00  
 TOTAL SPOTS 15

MARKET TOTALS \$41,900 WGNO 5%  
 WML 52% WTVU 18% WDSU 25% WNOL 0% WCCL 0% WUPL 0%  
 CABL 0% WPXL 0%

SVC- NSI  
 DEMOS- RA35+\*