

ORDER



New

Orders
Order / Rev: 399578
Alt Order #: 08424184
Product Desc: WOMEN VOTE 5764
Estimate: 5764
Flight Dates: 10/25/16 - 10/31/16
Original Date / Rev: 10/24/16 / 10/24/16
Order Type: GENERAL

WGHP-TV
Primary AE: Joe Knauer
Sales Office: NWDC
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: Women Vote
Demographic: A35+
Product Codes: PL4.b
Priority: 02
Revenue Codes: Agency, Political, Political-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
09/26/16	10/30/16	10	\$7,300.00	\$6,205.00
10/31/16	10/31/16	8	\$6,800.00	\$5,780.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	10	\$7,300.00	\$6,205.00	0.00
November 2016	8	\$6,800.00	\$5,780.00	0.00
Totals	18	\$14,100.00	\$11,985.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGHP-TV	33%	\$14,100.00
Market	100%	\$42,727.27

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	29%	\$12,390.91
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	3%	\$1,281.82
WUNL	0%	\$0.00
WXII	28%	\$11,963.64
WXLV	7%	\$2,990.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/25/16	10/31/16	M-F 1p-2p	CM	1:00 PM-2:00 PM	-TWTF--	:30	1	\$400.00	02	0.00	NM	0	\$0.00
WENDY WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/25/16	10/31/16	-TWTF--	1	\$400.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	8	10/25/16-10/31/16	M-F 1p-2p	1:00 PM-2:00 PM	-TWTF----	:30	(\$400.00)	0.00	NM						
Credited															

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 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	8	10/25/16	10/31/16	M-F 10p-11p THUR 10p-1030p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI---T---	:30	1	\$2,500.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	---T---		1				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/25/16-10/31/16		M-F 10p-11p		10:00 PM-10:30 PM	10:00 PM-10:30(---Th-----	:30		(\$2,500.00)		0.00	NM		
Credited															
N 3	8	10/25/16	10/31/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	Al----F--	:30	2	\$400.00	02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	----F--		2				\$400.00		0.00			
N 4	8	10/25/16	10/31/16	M-F 12p-1p TU-F 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	PI-TWTF--	:30	1	\$600.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	-TWTF--		1				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/25/16-10/31/16		M-F 12p-1p		12:00 PM-12:30 PM	12:00 PM-12:30(-TWThF----	:30		(\$600.00)		0.00	NM		
Credited															
N 5	8	10/25/16	10/31/16	M-F 3p-4p JUDGE JUDY	CM	3:00 PM-4:00 PM	----F--	:30	1	\$500.00	02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	----F--		1				\$500.00		0.00			
6	8	10/25/16	10/31/16	M-F 4p-430p MON 4p-430p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	M-----	:30	1	\$700.00	02	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	M-----		1				\$700.00		0.00			
7	8	10/25/16	10/31/16	M-F 5p-530p MON 5p-530p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	M-----	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	M-----		1				\$1,500.00		0.00			
8	8	10/25/16	10/31/16	M-F 630p-7p MON 630p-7p	CM	6:30 PM-7:00 PM	M-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	M-----		1				\$1,800.00		0.00			
N 9	8	10/25/16	10/31/16	M-F 6a-7a FRI 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----F--	:30	1	\$950.00	02	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	----F--		1				\$950.00		0.00			
N 10	8	10/25/16	10/31/16	M-F 7a-8a TU-F 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-TWTF--	:30	1	\$950.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	-TWTF--		1				\$950.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/25/16-10/31/16		M-F 7a-8a		7:30 AM-8:00 AM	7:30 AM-8:00 A-TwThF----	:30		(\$950.00)		0.00	NM		
Credited															
N 11	8	10/25/16	10/31/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	M-----	:30	1	\$600.00	02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	M-----		1				\$600.00		0.00			
12	8	10/25/16	10/31/16	M-F 8a-9a MON 8a-830a	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	M-----	:30	1	\$800.00	02	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	M-----		1				\$800.00		0.00			
13	8	10/25/16	10/31/16	M-F 8a-9a MON 830a-9a	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	M-----	:30	1	\$800.00	02	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	M-----		1				\$800.00		0.00			
N 14	8	10/25/16	10/31/16	M-F 9a-10a TU-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-TWTF--	:30	1	\$600.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/16	10/31/16	-TWTF--		1				\$600.00		0.00			

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 Estimate: 5764
 WGHP-TV

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N14	8	10/25/16	10/31/16	M-F 9a-10a TU-F 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-TWTF--	:30	1	\$600.00	02	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/16	10/31/16	-TWTF--		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	8	10/25/16-10/31/16	M-F 9a-10a		9:00 AM-9:30 AM	9:00 AM-9:30 A-TWThF----	:30		(\$600.00)		0.00	NM		
		Credited													
15	8	10/25/16	10/31/16	M-F 11p-1130p TMZ	CM	11:00 PM-11:30 PM	M-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
	Week:	10/25/16	10/31/16	M-----		1				\$400.00		0.00			
16	8	10/25/16	10/31/16	M-F 1130p-12a EXTRA	CM	11:30 PM-12:00 XM	M-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
	Week:	10/25/16	10/31/16	M-----		1				\$200.00		0.00			
N17	8	10/25/16	10/31/16	M-F 1p-2p WENDY WILLIAMS	CM	1:00 PM-2:00 PM	----F--	:30	1	\$400.00	02	0.00	NM	1	\$400.00
	Week:	10/25/16	10/31/16	----F--		1				\$400.00		0.00			
N18	8	10/25/16	10/31/16	M-F 12p-1p FRI 12p-1230p	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	----F--	:30	1	\$600.00	02	0.00	NM	1	\$600.00
	Week:	10/25/16	10/31/16	----F--		1				\$600.00		0.00			
N19	8	10/25/16	10/31/16	M-F 9a-10a FRI 9a-930a	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	----F--	:30	1	\$600.00	02	0.00	NM	1	\$600.00
	Week:	10/25/16	10/31/16	----F--		1				\$600.00		0.00			
N20	8	10/25/16	10/31/16	M-F 7a-8a FRI 730a-8a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	----F--	:30	1	\$950.00	02	0.00	NM	1	\$950.00
	Week:	10/25/16	10/31/16	----F--		1				\$950.00		0.00			
N21	8	10/28/16	10/30/16	Late Run News Late Run News	CM	11:00 PM-12:00 XM (11:00 PM-12:00 XM)	----FSS	:30	2	\$1,250.00	02	0.00	NM	2	\$2,500.00
	Week:	10/24/16	10/30/16	----FSS		2				\$1,250.00		0.00			
													Totals	18	\$14,100.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WGHP	Date: 10/21/16
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I, Jesse Demestrie authorized media buyer
do hereby request station time concerning the following issue:

Women Vote!

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

This broadcast time will be used by Women Vote!

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

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

Yes No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable)

Deborah Burr, US Senate, General Election 11/8/16
Richard Burr, NC

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

Women Vote, Washington DC 20076
1800 M St. NW Suite 355 N

and you 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 below (or attach separately):

Stephanie Shrock, Treasurer
Caroline Fines, Assistant Treasurer

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

3/10/16 *Jose A. Demeter* 202-338-8740
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
[Signature] Bernard O'Han VPOS
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.