

# ORDER



WGHP-TV

**Orders**  
**Order / Rev:** 331488  
**Alt Order #:** 08260424  
**Product Desc:** RGA 636  
**Estimate:** 636  
**Flight Dates:** 06/01/16 - 06/14/16  
**Original Date / Rev:** 05/31/16 / 05/31/16  
**Order Type:** GENERAL

**Primary AE:** Jamie Andrus  
**Sales Office:** NWDC  
**Sales Region:** National

**Agency Name:** PinPoint Media, Inc  
**Buying Contact:**  
**Billing Contact:**  
 205 West Main St  
 Dothan, AL 36301

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

**Advertiser Name:** Republican Governors Association  
**Demographic:** A35+  
**Product Codes:** PL4.b  
**Priority:** 02  
**Revenue Codes:** Agency, Political, Political-PAC

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/14/16	52	\$14,680.25	\$12,478.21

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	52	\$14,680.25	\$12,478.21	0.00
<b>Totals</b>	<b>52</b>	<b>\$14,680.25</b>	<b>\$12,478.21</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jamie Andrus			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGHP-TV	29%	\$14,680.25
Market	100%	\$50,620.69

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WCWG	0%	\$0.00
WFMY	24%	\$12,148.97
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WMYV	1%	\$506.21
WUNL	0%	\$0.00
WXII	37%	\$18,729.66
WXLV	9%	\$4,555.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	06/03/16	06/10/16	M-Su 10p-11p FRI 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI----1--	:15	1	\$650.00	02	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	----1--		1				\$650.00		0.00			
		Week: 06/06/16	06/12/16	----1--		1				\$650.00		0.00			
E 2	8	06/03/16	06/10/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	AI----1--	:15	1	\$91.00	02	0.00	NM	2	\$182.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 06/01/16 - 06/14/16

Advertiser: Republican Governors Association  
 Product Desc: RGA 636  
 Estimate: 636  
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	06/03/16	06/10/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	----1--	:15	1	\$91.00	02	0.00	NM	2	\$182.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	----1--		1				\$91.00		0.00			
		Week: 06/06/16	06/12/16	----1--		1				\$91.00		0.00			
E 3	8	06/03/16	06/10/16	M-F 12p-1p FRI 12p-1p	CM	12:00 PM-1:00 PM	----1--	:15	1	\$107.25	04	0.00	NM	2	\$214.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	----1--		1				\$107.25		0.00			
		Week: 06/06/16	06/12/16	----1--		1				\$107.25		0.00			
E 4	8	06/03/16	06/10/16	M-F 5p-6p FRI 5p-6p	CM	5:00 PM-6:00 PM	----1--	:15	1	\$341.25	02	0.00	NM	2	\$682.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	----1--		1				\$341.25		0.00			
		Week: 06/06/16	06/12/16	----1--		1				\$341.25		0.00			
E 5	8	06/03/16	06/10/16	M-F 6a-7a FRI 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----1--	:15	1	\$422.50	02	0.00	NM	2	\$845.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	----1--		1				\$422.50		0.00			
		Week: 06/06/16	06/12/16	----1--		1				\$422.50		0.00			
E 6	8	06/03/16	06/10/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	----1--	:15	1	\$185.25	02	0.00	NM	2	\$370.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	----1--		1				\$185.25		0.00			
		Week: 06/06/16	06/12/16	----1--		1				\$185.25		0.00			
E 7	8	06/10/16	06/10/16	M-F 9a-10a FRI 9a-10a	CM	9:00 AM-10:00 AM	----1--	:15	1	\$172.25	02	0.00	NM	1	\$172.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	----1--		1				\$172.25		0.00			
E 8	8	06/06/16	06/13/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	1-----	:15	1	\$91.00	02	0.00	NM	2	\$182.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	1-----		1				\$91.00		0.00			
		Week: 06/13/16	06/19/16	1-----		1				\$91.00		0.00			
E 9	8	06/06/16	06/13/16	M-F 5p-6p MON 5p-6p	CM	5:00 PM-6:00 PM	1-----	:15	1	\$341.25	02	0.00	NM	2	\$682.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	1-----		1				\$341.25		0.00			
		Week: 06/13/16	06/19/16	1-----		1				\$341.25		0.00			
E 10	8	06/06/16	06/13/16	M-F 6a-7a MON 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	1-----	:15	1	\$422.50	02	0.00	NM	2	\$845.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	1-----		1				\$422.50		0.00			
		Week: 06/13/16	06/19/16	1-----		1				\$422.50		0.00			
E 11	8	06/06/16	06/13/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	1-----	:15	1	\$185.25	02	0.00	NM	2	\$370.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	1-----		1				\$185.25		0.00			
		Week: 06/13/16	06/19/16	1-----		1				\$185.25		0.00			
E 12	8	06/02/16	06/09/16	M-Su 10p-11p THUR 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	---1---	:15	1	\$650.00	02	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	---1---		1				\$650.00		0.00			
		Week: 06/06/16	06/12/16	---1---		1				\$650.00		0.00			
E 13	8	06/02/16	06/09/16	M-F 10a-11a RACHAEL RAY	CM	10:00 AM-11:00 AM	---1---	:15	1	\$91.00	02	0.00	NM	2	\$182.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	---1---		1				\$91.00		0.00			
		Week: 06/06/16	06/12/16	---1---		1				\$91.00		0.00			
E 14	8	06/02/16	06/09/16		CM	12:00 PM-1:00 PM	---1---	:15	1	\$107.25	04	0.00	NM	2	\$214.50

Order / Rev: 331488  
 Alt Order #: 08260424  
 Flight Dates: 06/01/16 - 06/14/16

Advertiser: Republican Governors Association  
 Product Desc: RGA 636  
 Estimate: 636  
 WGHP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	8	06/02/16	06/09/16	M-F 12p-1p THUR 12p-1p	CM	5:00 PM-6:00 PM	---1---	:15	1	\$341.25	02	0.00	NM	2	\$682.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	---1---		1				\$107.25		0.00			
		Week: 06/06/16	06/12/16	---1---		1				\$107.25		0.00			
E 16	8	06/02/16	06/09/16	M-F 5p-6p THUR 5p-6p	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---1---	:15	1	\$422.50	02	0.00	NM	2	\$845.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	---1---		1				\$341.25		0.00			
		Week: 06/06/16	06/12/16	---1---		1				\$341.25		0.00			
E 17	8	06/02/16	06/09/16	M-F 6a-7a THUR 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---1---	:15	1	\$422.50	02	0.00	NM	2	\$845.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	---1---		1				\$422.50		0.00			
		Week: 06/06/16	06/12/16	---1---		1				\$422.50		0.00			
E 18	8	06/02/16	06/09/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	---1---	:15	1	\$185.25	02	0.00	NM	2	\$370.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	---1---		1				\$185.25		0.00			
		Week: 06/06/16	06/12/16	---1---		1				\$185.25		0.00			
E 19	8	06/07/16	06/14/16	M-F 9a-10a THUR 9a-10a	CM	9:00 AM-10:00 AM	---1---	:15	1	\$172.25	02	0.00	NM	1	\$172.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	---1---		1				\$172.25		0.00			
E 20	8	06/07/16	06/14/16	M-Su 10p-11p TUE 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-1-----	:15	1	\$650.00	02	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	-1-----		1				\$650.00		0.00			
		Week: 06/13/16	06/19/16	-1-----		1				\$650.00		0.00			
E 21	8	06/07/16	06/14/16	M-F 12p-1p TUE 12p-1p	CM	12:00 PM-1:00 PM	-1-----	:15	1	\$107.25	04	0.00	NM	2	\$214.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	-1-----		1				\$107.25		0.00			
		Week: 06/13/16	06/19/16	-1-----		1				\$107.25		0.00			
E 22	8	06/07/16	06/14/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	-1-----	:15	1	\$185.25	02	0.00	NM	2	\$370.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	-1-----		1				\$185.25		0.00			
		Week: 06/13/16	06/19/16	-1-----		1				\$185.25		0.00			
E 23	8	06/07/16	06/14/16	M-F 9a-10a TUE 9a-10a	CM	9:00 AM-10:00 AM	-1-----	:15	1	\$172.25	02	0.00	NM	2	\$344.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/16	06/12/16	-1-----		1				\$172.25		0.00			
		Week: 06/13/16	06/19/16	-1-----		1				\$172.25		0.00			
E 24	8	06/01/16	06/01/16	M-Su 10p-11p WED 10p-11p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--1----	:15	1	\$650.00	02	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: 05/30/16	06/05/16	--1----		1				\$650.00		0.00			
E 25	8	06/01/16	06/08/16	M-F 10a-11a RACHAEL R AY	CM	10:00 AM-11:00 AM	--1----	:15	1	\$91.00	02	0.00	NM	2	\$182.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	--1----		1				\$91.00		0.00			
		Week: 06/06/16	06/12/16	--1----		1				\$91.00		0.00			
E 26	8	06/01/16	06/01/16	M-F 12p-1p WED 12p-1p	CM	12:00 PM-1:00 PM	--1----	:15	1	\$107.25	04	0.00	NM	1	\$107.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	--1----		1				\$107.25		0.00			
E 27	8	06/01/16	06/08/16	M-F 5p-6p WED 5p-6p	CM	5:00 PM-6:00 PM	--1----	:15	1	\$341.25	02	0.00	NM	2	\$682.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	--1----		1				\$341.25		0.00			

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E 26	8	06/01/16	06/08/16	M-F 5p-6p WED 5p-6p	CM	5:00 PM-6:00 PM	--1----	:15	1	\$341.2502		0.00	NM	2	\$682.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	--1----		1				\$341.25		0.00			
		Week: 06/06/16	06/12/16	--1----		1				\$341.25		0.00			
E 27	8	06/01/16	06/08/16	M-F 6a-7a WED 630a-7a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--1----	:15	1	\$422.5002		0.00	NM	2	\$845.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	--1----		1				\$422.50		0.00			
		Week: 06/06/16	06/12/16	--1----		1				\$422.50		0.00			
E 28	8	06/01/16	06/08/16	M-F 730p-8p ACCESS HOLLYWOOD	CM	7:30 PM-8:00 PM	--1----	:15	1	\$185.2502		0.00	NM	2	\$370.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/16	06/05/16	--1----		1				\$185.25		0.00			
		Week: 06/06/16	06/12/16	--1----		1				\$185.25		0.00			
Totals													52	\$14,680.25	

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGHF	<b>Date:</b> 3.21.16
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I, Meredith Morton - Pinpoint Media

do hereby request station time concerning the following issue:

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

This broadcast time will be used by: Republican Governors Association

**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):

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

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):

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

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

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

Republican Governors Association  
1747 Pennsylvania Avenue NW, Suite 250  
Washington, DC 20006

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):

Paul Bennecke- Executive Director



# RGGA

## Republican Governors Association



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- [Governors](#)
- [RGA News](#)
- [RGA Research](#)
- [DONATE](#)

Republican Governors Are Driving America's Comeback



The Republican Governors Association's primary mission is to help elect Republicans to governorships throughout the nation, but we are also dedicated to providing our governors with the resources to help them govern effectively.

The RGA is the most innovative and disciplined political committee in the country. Our political team has experience running state parties and winning gubernatorial campaigns. As a result, we understand that governors' races take unique strategies and a comprehensive approach. The RGA runs political campaigns that go far beyond simply running negative TV ads in the last few weeks before the election. We reach voters everywhere they get their news, from TV and radio to direct mail and the internet. We embrace new technology and the latest campaign practices, allowing us to run cost-effective campaigns that break through the political clutter.

We know that getting elected is only the first step in transforming a state and the nation. Our governors are able to apply conservative principles to solve problems and implement reform policies that serve as models for the rest of the nation. That's why we organize forums and other avenues through which governors can share ideas and best practices.

While our focus is on the future, we are extremely proud of our history. The RGA was founded in 1963 and some of America's best leaders have served as our chairman. Ronald Reagan was chairman from 1968-1970, Tommy Thompson led the RGA in 1991-1992, and John Engler served in 1995-1996. Reagan went on to become one of the greatest Presidents in history, while Thompson and Engler were two of the governors most responsible for developing and implementing historic welfare reform that helped spur the Republican Revolution in the mid-1990's.

Over the past 15 years Republican governors have led the way by enacting tort reform, cutting taxes, raising educational standards, providing

new energy solutions and implementing other conservative principles.

Today a new generation of Republican governors like Chris Christie, Mike Pence, Bill Haslam, Nikki Haley, Susana Martinez, Scott Walker and Larry Hogan are bringing conservative solutions to the challenges facing their states. It's this generation of Republican governors who will lead our party and nation to greatness in the future.

**Contact:**

Republican Governors Association  
1747 Pennsylvania Avenue NW, Suite 250  
Washington, DC 20006  
Telephone: 202-662-4140  
E-mail: info@rga.org

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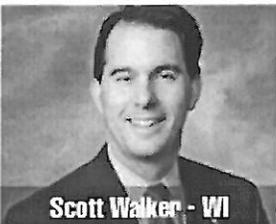
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