

## 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> <div style="font-size: 1.5em; font-family: cursive;">WITN</div>	<b>Date:</b> <div style="font-size: 1.5em; font-family: cursive;">9/30/16</div>
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I, Miles King (AL Media),

being/on behalf of: DSCC/Deborah Ross for Senate,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

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):**

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

DSCC/Deborah Ross 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:

Jeff Leiter

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***

9/29/16

Date



Signature

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

☐ Accepted

☒ Accepted in Part

☐ Rejected



Signature

Ron Hershey

Printed Name

GSM

Title

## 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					

**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.

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, DSCC/Deborah Ross for Senate

(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

JONATHAN BRAY

printed name

9/30/2016

date

# Buy Detail Report

428893

Client: AL Media  
Media: TV

Estimate: 5262  
Description: Deborah Ross for Senate/DSCC: TV 10/3 to 10/9

Product: Deborah Ross  
Market: Greenville/New Bern/Wash  
Flight Start Date: 10/3/2016 03:00 AM  
Flight End Date: 10/9/2016 02:59 AM

Primary Demo: Adults 35+

Separation between spots: 30  
Buyer: Barb Obrzut

Revision #: Date: 9/30/2016 9:51 AM

Estimate Comments: SCHEDULE RUNS MON 10/3 THRU SUN 10/9

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/3	Total Spots	Adults 35+ Rtg/CPP
<b>WITN-TV</b>							
MTuWThF 5:00a-6:00a	EM	\$150.00	\$127.50	30	4	4	2.8 \$53.57
WITN-ERLY SNRS							\$45.54
MTuWThF 6:00a-7:00a	EM	\$435.00	\$369.75	30	4	4	6.5 \$66.92
WITN NWS-SNRSE							\$56.88
MTuWThF 7:00a-9:00a	EM	\$285.00	\$242.25	30	4	4	6.0 \$47.50
TODAY SHW							\$40.38
Sa 6:00a-7:00a	EM	\$165.00	\$140.25	30	1	1	2.8 \$58.93
WITN-SNRS SA6A							\$50.09
Sa 7:00a-8:00a	EM	\$210.00	\$178.50	30	1	1	4.2 \$50.00
WITN-SNRS SA7A							\$42.50
Sa 8:00a-10:00a	EM	\$215.00	\$182.75	30	1	1	3.6 \$59.72
SATURDAY TODAY							\$50.76
Su 7:00a-8:00a	EM	\$95.00	\$80.75	30	1	1	3.4 \$27.94
WITN-SNRS SU7A							\$23.75

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<b>WITN-TV</b>							
Su 8:00a-9:00a WITN-SNRS SUBA	EM	\$180.00	\$153.00	30	1	1	4.0 \$45.00 \$38.25
Su 9:00a-10:00a SUN TODAY-NBC	EM	\$180.00	\$153.00	30	1	1	2.7 \$66.67 \$56.67
MTuWThF 9:00a-11:00a TODAY SHW2-NBC	D	\$90.00	\$76.50	30	3	3	3.9 \$23.08 \$19.62
MTuWThF 11:00a-12:00p RACHAEL RAY	D	\$60.00	\$51.00	30	3	3	1.3 \$46.15 \$39.23
MTuWThF 12:00p-12:30p WITN NEWS-NOON	D	\$95.00	\$80.75	30	4	4	3.3 \$28.79 \$24.47
MTuWThF 12:30p- 1:00p JEOPARDY	D	\$70.00	\$59.50	30	3	3	1.9 \$36.84 \$31.32
MTuWThF 1:00p-2:00p DAYS-OUR LIVES	D	\$75.00	\$63.75	30	3	3	1.8 \$41.67 \$35.42
MTuWThF 3:00p-4:00p WENDY WILLIAMS	EF	\$70.00	\$59.50	30	3	3	1.0 \$70.00

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WITN-TV							
MTuWThF 4:00p-5:00p ELLEN	EF	\$115.00	\$97.75	30	3	3	\$59.50 2.1 \$54.76 \$46.55
MTuWThF 5:00p-5:30p WITN NEWS AT 5	EN	\$180.00	\$153.00	30	4	4	\$33.33 5.4 \$28.33
MTuWThF 5:30p-6:00p WITN NEWS-5:30	EN	\$260.00	\$221.00	30	4	4	\$41.94 6.2 \$35.65
MTuWThF 6:00p-6:30p WITN NEWS AT 6	EN	\$515.00	\$437.75	30	4	4	\$51.50 10.0 \$43.78
Su 6:00p-6:30p NEWS	EN	\$320.00	\$272.00	30	1	1	\$68.09 4.7 \$57.87
MTuWThF 7:00p-7:30p WHEEL-FORTNE	PA	\$510.00	\$433.50	30	4	4	\$39.23 13.0 \$33.35
MTuWThF 7:30p-8:00p JEOPARDY	PA	\$515.00	\$437.75	30	4	4	\$45.98 11.2 \$39.08

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<b>WITN-TV</b>							
Sa 7:00p-7:30p WHEEL OF FORTUNE	PA	\$135.00	\$114.75	30	1	1	4.0 \$33.75 \$28.69
Sa 7:30p-8:00p JEOPARDY-WKND	PA	\$165.00	\$140.25	30	1	1	3.4 \$48.53 \$41.25
M 8:00p-10:00p VOICE-NBC	PT	\$1,335.00	\$1,134.75	30	1	1	7.4 \$180.41 \$153.34
Tu 8:00p-9:00p VOICE-TUE-NBC	PT	\$1,335.00	\$1,134.75	30	1	1	8.7 \$153.45 \$130.43
Tu 10:00p-11:00p CHCGO FIRE-NBC	PT	\$610.00	\$518.50	30	1	1	4.3 \$141.86 \$120.58
W 8:00p-9:00p BLINDSPOT	PT	\$675.00	\$573.75	30	1	1	5.5 \$122.73 \$104.32
W 9:00p-10:00p LAW&O:SVU-NBC	PT	\$540.00	\$459.00	30	1	1	3.0 \$180.00 \$153.00



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Th 9:00p-10:00p CHICAGO MED	PT	\$540.00	\$459.00	30	1	1	5.9 \$91.53 \$77.80
F 10:00p-11:00p DATELINE FR-NBC	PT	\$365.00	\$310.25	30	1	1	2.1 \$173.81 \$147.74
MTuWThF 11:00p-11:35p WITN NWS AT 11	LN	\$315.00	\$267.75	30	4	4	5.3 \$59.43 \$50.52
Sa 11:00p-11:30p WITN NWS-11 WK	LN	\$240.00	\$204.00	30	1	1	4.8 \$50.00 \$42.50
Su 11:00p-11:30p LATE NEWS FOLLOWING SUN-FTBL	LN	\$240.00	\$204.00	30	1	1	4.0 \$60.00 \$51.00
MTuWThF 11:35p-12:35a TONITE SHW-NBC	LF	\$155.00	\$131.75	30	3	3	2.5 \$62.00 \$52.70
Sa 11:30p-1:00a SAT NITE LIVE	LF	\$285.00	\$216.75	30	1	1	3.3 \$77.27 \$65.68
Su 7:00p-8:00p FOOTBALL NIGHT IN AMERICA	S	\$465.00	\$395.25	30	1	1	4.2 \$110.71

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WITN-TV

Su 8:00p-11:30p	S	\$1,385.00	\$1,177.25	30	1	1	\$94.11
NBC SUN-FTBL							6.2
							\$223.39
							\$189.88

**Total Spots:** 82  
**Total GRP/GIMP(Mil):** 414.5  
**Total CPP/CPM:**

**Total Cost:** \$24,595.00      \$20,905.75      82      \$50.44