

ORDER

WGNO abc

Orders	Order / Rev:	576437	
	Alt Order #:		
	Product Desc:	Michael Bagneris	
	Estimate:	10/10-10/12	
	Flight Dates:	10/10/17 - 10/12/17	WGNO-TV
	Original Date / Rev:	10/09/17 / 10/09/17	Primary AE: Brandi Theard
	Order Type:	GENERAL	Sales Office: LOCAL
			Sales Region: Local

Agency	Name:	Farwell Group, The	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		6126 St Charles Ave	Billing Cycle: EOM/EOC
		New Orleans, LA 70118	Agency Commission: 15%

Advertiser	Name:	Bagneris for Mayor/Dem	New Business Thru: 01/03/15
	Demographic:	A35+	Order Separation: 00:10:00
	Product Codes:	PL1.g.i	Advertiser External ID:
	Priority:	Default	Agency External ID:
	Revenue Code 1:	Agency	Unit Code: General
	Revenue Code 2:	Political	
	Revenue Code 3:	Political-Non-PAC	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/12/17	24	\$2,215.00	\$1,882.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	24	\$2,215.00	\$1,882.75	0.00
Totals	24	\$2,215.00	\$1,882.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brandi Theard			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	10/10/17	10/12/17	M-F 5a-7a Good Morning New Orleans	CM	5a-7a	--22---	:30	4	\$45.0003		0.00	NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	--22---					4	\$45.00		0.00			
N 2	26	10/10/17	10/12/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	--22---	:30	4	\$100.0003		0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	--22---					4	\$100.00		0.00			
N 3	26	10/10/17	10/12/17	M-F 10a-11a M-F 10a-11a	CM	10a-11a	--11---	:30	2	\$125.0003		0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	--11---					2	\$125.00		0.00			
N 4	26	10/10/17	10/12/17	M-F 11a-1130a WGNO News @ 11a	CM	11a-1130a	--11---	:30	2	\$85.0003		0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	--11---					2	\$85.00		0.00			
N 5	26	10/10/17	10/12/17	M-F 5p-530p News With A Twist 5p	CM	5p-530p	-111---	:30	3	\$85.0003		0.00	NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	-111---					3	\$85.00		0.00			
N 6	26	10/10/17	10/12/17		CM	530p-6p	-111---	:30	3	\$115.0003		0.00	NM	3	\$345.00

Order / Rev: 576437
 Alt Order #:
 Flight Dates: 10/10/17 - 10/12/17

Advertiser: Bagneris for Mayor/Dem
 Product Desc: Michael Bagneris
 Estimate: 10/10-10/12

WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530p-6p															
M-F 530p-6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	-111---			3			\$115.00		0.00			
N 7	26	10/10/17	10/12/17	M-F 6p-630p	CM	6p-630p	-111---	:30	3	\$105.0003		0.00	NM	3	\$315.00
News With A Twist 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	-111---			3			\$105.00		0.00			
N 8	26	10/10/17	10/12/17	M-F 10p-1035p	CM	10p-1035p	-111---	:30	3	\$100.0003		0.00	NM	3	\$300.00
WGNO News @ 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/17	10/15/17	-111---			3			\$100.00		0.00			
													Totals	24	\$2,215.00

MICHAEL BAGNERIS MAYOR

FLIGHT DATES: TUESDAY OCTOBER 10, 2017 THRU FRIDAY OCTOBER 13, 2017

STATION: WGNO-ABC CH. 26
1 Galleria Blvd., Suite 850, Metairie, LA 70001
Acct. Exec.: Brandi Marks
Phone: 504-569-0930 ~~504-569-0930~~ - cell
Fax: 504-569-0951
bmarks@wgno.com

BETA

PROGRAM	TIME	AQH RATING A 35+	DAY	10/10 TUE	10/11 WED	10/12 THU	TOTAL NO. OF SPOTS	COST/ 30 SEC UNIT	COST/ 15 SEC UNIT	COST PER POINT	GROSS RATING POINTS	TOTAL COST
GOOD MORNING NEW ORLEANS	6-7A	0.8	M-F		2	2	4	48.00	✓	90.00	2.00	180.00
GOOD MORNING AMERICA	7-9A	0.9	M-F		2	2	4	100.00	✓	111.11	3.50	400.00
THE VIEW	10-11A	1.1	M-F		1	1	2	125.00	✓	113.64	2.20	250.00
WGNO NEWS 11 AM	11-11:30A	1.2	M-F		1	1	2	86.00	✓	70.83	2.40	170.00
NEWS WITH A TWIST	8-8:30P	1.2	M-F	1	1	1	3	85.00		65.38	3.90	255.00
ABC WORLD NEWS TONIGHT	8:30-8P	1.7	M-F	1	1	1	3	115.00		67.66	6.10	345.00
NEWS WITH A TWIST 6P	6-6:30P	1.8	M-F	1	1	1	3	105.00		65.83	4.80	318.00
WGNO NEWS AT 10P	10-10:35P	1.5	M-F	1	1	1	3	100.00		66.67	4.50	270.00
TOTAL				4	10	10	24			45.49	18.30	1,882.76

SPOT ID: MB-1017-SAT-30 TO RUN 100%

Less Agency Commission @ 15% 332.25

Amount of Check 1,882.76

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:

Date:

WJNO-TV

7/18/17

I, VICKY RIJO THE FARWELL GROUP INC

being on behalf of: MICHAEL BAGERIS

qualified candidate of the DEMOCRATIC

party for the office of: MAYOR

in the PRIMARY

election to be held on: OCTOBER 14, 2017

do hereby request station time as follows:

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

Total Charges: \$2215

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

MICHEAL BAGNERIS FOR MAYOR CAMPAIGN COMMITTEE LLC

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:

MADLYN BAGNERIS

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 PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/18/17

Date

Vincent R. J.

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Rocky Dangle

Printed Name

LSA

Title

00
1.00
5.00
15.00