

ORDER

WGNO abc

Orders
Order / Rev: 568099
Alt Order #:
Product Desc: Michael Bagneris
Estimate: 9/24-9/28
Flight Dates: 09/24/17 - 09/28/17
Original Date / Rev: 09/21/17 / 09/21/17
Order Type: GENERAL

WGNO-TV

Primary AE: Brandi Theard
Sales Office: LOCAL
Sales Region: Local

Agency
Name: Farwell Group, The
Buying Contact:
Billing Contact:
 6126 St Charles Ave
 New Orleans, LA 70118

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

Advertiser
Name: Bagneris for Mayor/Dem
Demographic: A35+
Product Codes: PL1.g.i
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-Non-PAC

New Business Thru: 01/03/15
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/28/17 | 09/24/17 | 1 | \$40.00 | \$34.00 |
| 09/25/17 | 09/28/17 | 20 | \$1,768.00 | \$1,502.80 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|-------------------|-------------------|-------------|
| September 2017 | 1 | \$40.00 | \$34.00 | 0.00 |
| October 2017 | 20 | \$1,768.00 | \$1,502.80 | 0.00 |
| Totals | 21 | \$1,808.00 | \$1,536.80 | 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 | 09/24/17 | 09/28/17 | Su 8a-9a Su 8a-9a | CM | 8a-9a | ----- | :15/:15 | 0 | \$40.0003 | | 0.00 | BK | 1 | \$40.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/18/17 | 09/24/17 | -----S | | 1 | | | | \$40.00 | | 0.00 | | | |
| | | Week: 09/25/17 | 10/01/17 | ----- | | 0 | | | | \$40.00 | | 0.00 | | | |
| N 2 | 26 | 09/24/17 | 09/28/17 | M-F 5a-7a Good Morning New Orleans | CM | 5a-7a | ----- | :15/:15 | 0 | \$40.0003 | | 0.00 | BK | 4 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/18/17 | 09/24/17 | ----- | | 0 | | | | \$40.00 | | 0.00 | | | |
| | | Week: 09/25/17 | 10/01/17 | 1111--- | | 4 | | | | \$40.00 | | 0.00 | | | |
| N 3 | 26 | 09/24/17 | 09/28/17 | M-F 10a-11a M-F 10a-11a | CM | 10a-11a | ----- | :15/:15 | 0 | \$126.0003 | | 0.00 | BK | 4 | \$504.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/18/17 | 09/24/17 | ----- | | 0 | | | | \$126.00 | | 0.00 | | | |
| | | Week: 09/25/17 | 10/01/17 | 1111--- | | 4 | | | | \$126.00 | | 0.00 | | | |
| N 4 | 26 | 09/24/17 | 09/28/17 | M-F 11a-1130a WGNO News @ 11a | CM | 11a-1130a | ----- | :15/:15 | 0 | \$90.0003 | | 0.00 | BK | 4 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/18/17 | 09/24/17 | ----- | | 0 | | | | \$90.00 | | 0.00 | | | |
| | | Week: 09/25/17 | 10/01/17 | 1111--- | | 4 | | | | \$90.00 | | 0.00 | | | |
| N 5 | 26 | 09/24/17 | 09/28/17 | | CM | 6p-630p | ----- | :15/:15 | 0 | \$90.0003 | | 0.00 | BK | 4 | \$360.00 |

Order / Rev: 568099
 Alt Order #:
 Flight Dates: 09/24/17 - 09/28/17

Advertiser: Bagneris for Mayor/Dem
 Product Desc: Michael Bagneris
 Estimate: 9/24-9/28
 WGNO-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------|----|-------------------|-----------------|-----------------|-------|----------------|-------|---------|-------------------|-------------|-----|---------------|--------|-------|------------|
| M-F 6p-630p | | | | | | | | | | | | | | | |
| 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: 09/18/17 | | 09/18/17 | 09/24/17 | ----- | | | | | 0 | \$90.00 | | 0.00 | | | |
| Week: 09/25/17 | | 09/25/17 | 10/01/17 | 1111--- | | | | | 4 | \$90.00 | | 0.00 | | | |
| N 6 | 26 | 09/24/17 | 09/28/17 | M-F 10p-1035p | CM | 10p-1035p | ----- | :15/:15 | 0 | \$96.0003 | | 0.00 | BK | 4 | \$384.00 |
| 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: 09/18/17 | | 09/18/17 | 09/24/17 | ----- | | | | | 0 | \$96.00 | | 0.00 | | | |
| Week: 09/25/17 | | 09/25/17 | 10/01/17 | 1111--- | | | | | 4 | \$96.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 21 | \$1,808.00 |

MICHAEL BAGNERIS

FLIGHT DATES: SATURDAY SEPTEMBER 23, 2017 THRU THURSDAY SEPTEMBER 28, 2017 MB-BOILWATER-15 + MB-SCA

RUN AS BOOKENDS

STATION: WGNO-ABC CH. 26
1 Galerie Blvd., Suite 850, Metairie, LA 70001
Acct. Exec.: Brandi Marks
Phone: 504-885-0130 800-866-8888
Fax: 504-885-0981
bthornd@wgno.com

BETA

| PROGRAM | TIME | AGH RATING A 35+ | DAY | 9/23 SAT | 9/24 SUN | 9/25 MON | 9/26 TUE | 9/27 WED | 9/28 THU | TOTAL NO. OF SPOTS | COST/ 15 SEC UNIT | COST PER POINT | GROSS RATING POINTS | TOTAL COST |
|--------------------------|------------|------------------------|-----|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------|-------------------------|----------------------|---------------------------|---------------|
| News with a Twist 6p Sat | 6-8:30p | 1.0 | SAT | | | | | | | 2 | 60.00 | 60.00 | - | - |
| This Week | 8-9a | 0.8 | SUN | | 2 | | | | | 2 | 20.00 | 40.00 | 1.00 | 40.00 |
| WGNO News Sunday | 6-8:30p | 1.0 | SUN | | | | | | | 1 | 38.00 | 38.00 | - | - |
| Good Morning New Orleans | 8-9a | 1.1 | M-F | | | 2 | 2 | 2 | 2 | 8 | 20.00 | 16.18 | 8.80 | 160.00 |
| The View | 10-11a | 1.1 | M-F | | | 2 | 2 | 2 | 2 | 8 | 63.00 | 57.27 | 8.80 | 354.00 |
| WGNO 11 AM News | 11-11:30am | 1.2 | M-F | | | 2 | 2 | 2 | 2 | 8 | 45.00 | 37.50 | 8.80 | 360.00 |
| News with a Twist 9pm | 6-8:30p | 0.8 | M-F | | | 2 | 2 | 2 | 2 | 8 | 48.00 | 78.00 | 4.00 | 384.00 |
| WGNO News 10P | 10-10:35p | 0.8 | M-F | | | 2 | 2 | 2 | 2 | 8 | 48.00 | 96.00 | 4.00 | 384.00 |
| TOTAL | | | | - | 2 | 10 | 10 | 10 | 10 | 42 | | 29.21 | 37.50 | 1,808.00 |

Less Agency Commission @ 15% 271.20

Amount of Check 1,536.80

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:

W LNO-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 |
|------------------|----------------------------------|------|-------|----------------|-----------------|
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Total Charges:

and dates

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 Douglas

Printed Name

General

Title

1.00
00
1.00
5.00
15.00