

ORDER



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	CM	8a-9a	-----	:15/:15	0	\$40.0003		0.00	BK	1	\$40.00
				Su 8a-9a											
		<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	CM	5a-7a	-----	:15/:15	0	\$40.0003		0.00	BK	4	\$160.00
				Good Morning New Orleans											
		<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	CM	10a-11a	-----	:15/:15	0	\$126.0003		0.00	BK	4	\$504.00
				M-F 10a-11a											
		<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	CM	11a-1130a	-----	:15/:15	0	\$90.0003		0.00	BK	4	\$360.00
				WGNO News @ 11a											
		<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

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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	09/24/17	-----					0	\$90.00		0.00			
Week:		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 WGNO News @ 10p	CM	10p-1035p	-----	:15/15	0	\$96.0003		0.00	BK	4	\$384.00
		<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	\$96.00		0.00			
Week:		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 Deleris Blvd., Suite 850, Metairie, LA 70001
 Acct. Exec.: Brandi Marks
 Phone: 504-885-0130 800-660-8000/800-660-8001
 Fax: 504-885-0881
bmh@wgno.com

BETA

PROGRAM	TIME	AGH RATING A 38+ 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							0	38.00	38.00	-	-
Good Morning New Orleans	5-7a	1.1 M-F			2	2	2	2	8	20.00	16.00	8.00	160.00
The View	10-11a	1.1 M-F			2	2	2	2	8	63.00	67.27	8.00	504.00
WGNO 11 AM News	11-11:30am	1.2 M-F			2	2	2	2	8	48.00	37.50	8.00	360.00
News with a Twist 9pm	6-8:30p	0.6 M-F			2	2	2	2	8	48.00	78.00	4.00	384.00
WGNO News 10P	10-10:35p	0.6 M-F			2	2	2	2	8	48.00	96.00	4.00	384.00
TOTAL			2	18	10	10	10	10	42		28.21	37.50	1,108.00

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:

WUHQ-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:

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:

[Empty box for listing matters of national importance]

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

Michael R...

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Recky Douglas

Printed Name

GSN

Title

t
JO
00
1.00
5.00
15.00