

## ORDER

**Orders**  
**Order / Rev:** 577831  
**Alt Order #:**  
**Product Desc:** Political 10/13  
**Estimate:**  
**Flight Dates:** 10/13/17 - 10/13/17  
**Original Date / Rev:** 10/12/17 / 10/12/17  
**Order Type:** GENERAL

WGNO abc

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:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/13/17	5	\$1,090.00	\$926.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	5	\$1,090.00	\$926.50	5.00
<b>Totals</b>	<b>5</b>	<b>\$1,090.00</b>	<b>\$926.50</b>	<b>5.00</b>

## 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	10/13/17	10/13/17	M-F 430a-5a EMN M-F 430a-5a EMN	CM	430a-5a	----F--	:30	1	\$20.00	06	0.50	NM	1	\$20.00
		<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	----F--		1			\$20.00			0.50			
N 2	26	10/13/17	10/13/17	M-F 5a-7a Good Morning New Orleans	CM	5a-7a	----F--	:30	1	\$70.00	06	0.90	NM	1	\$70.00
		<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	----F--		1			\$70.00			0.90			
N 3	26	10/13/17	10/13/17	M-F 7a-9a M-F 7a-9a	CM	7a-9a	----F--	:30	1	\$155.00	06	1.10	NM	1	\$155.00
		<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	----F--		1			\$155.00			1.10			
N 4	26	10/13/17	10/13/17	M-F 9a-10a M-F 9a-10a	CM	9a-10a	----F--	:30	1	\$115.00	06	1.20	NM	1	\$115.00
		<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	----F--		1			\$115.00			1.20			
N 5	26	10/13/17	10/13/17	Friday Prime Hour 3 Friday Prime Hour 3	CM	9p-10p	----F--	:30	1	\$730.00	06	1.30	NM	1	\$730.00
		<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	----F--		1			\$730.00			1.30			
													Totals	5	\$1,090.00

**FLIGHT DATES: WEDNESDAY OCTOBER 11, 2017 THRU FRIDAY OCTOBER 13, 2017**

**STATION: WGNO-ABC CH. 26**  
1 Galleria Blvd., Suite 350, Metairie, LA 70001  
Acct. Exec.: Brandi Marks  
Phone: 504-589-0930 ~~504-589-0930~~ • cell  
Fax: 504-589-0951  
btheard@wgno.com

**BETA**

PROGRAM		TIME	AQH RATING A 35+	DAY	10/13 FRI	TOTAL NO. OF SPOTS	COST/ 30 SEC UNIT	COST/ 15 SEC UNIT	COST PER POINT	GROSS RATING POINTS	TOTAL COST
AMERICA THIS MORNING		4:30-5A	2.6	M-F	1	1	20.00		40.00	0.50	20.00
GOGO MORNING NEW ORLEANS		5-7A	0.9	M-F	1	1	70.00		70.00	0.90	70.00
GOOD MORNING AMERICA		7-8A	1.1	M-F	1	1	155.00		155.00	1.10	155.00
WENDY WILLIAMS		8-10A	1.2	M-F	1	1	115.00		115.00	1.20	115.00
20/20			1.3	FRI	1	1	730.00		730.00	1.30	730.00
TOTAL					5	5			88.43	8.00	1,060.00
Less Agency Commission @ 15%											163.50
Amount of Check											896.50

# 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:

W LNO-TV

Date:

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:

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...*  
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

*[Signature]*  
Signature

*Rocky Dangle*  
Printed Name

*General*  
Title