



WEAR Mobile  
4990 Mobile Hwy  
Pensacola, FL 32506

Yes for Escambia Schools  
17 W GOVERNMENT ST  
PENSACOLA, FL 32502-6824

# Contract # 3549360

**Schedule Dates** 10/24/18-11/04/18  
**Advertiser** Yes for Escambia Schools (127632)  
**Agency** Appleyard Agency 15 perc (10075)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** FL Trading Area (1080022)  
**Salesperson** POLITICAL FL, Florida (2323)  
**Sales Office** WEAR/WFGX  
**Buyer Name** Wiggins, Dana  
**Phone/Fax** (850) 494-2194 /  
**CPE** 4277  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Calendar  
**Comments**

**Date Entered** 10/23/18  
**Last Modified** 10/23/18  
**Entered By** Chelsea Walker  
**CO-OP** No  
**External #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,760.50  
**Net Total** \$21,309.50  
**Sales Tax**

Mobile (WEAR)	Spots	Rate
By Calendar Month		
Oct. 2018	43	\$18,625.00
Nov. 2018	15	\$6,445.00
<b>Grand Total:</b>	<b>58</b>	<b>\$25,070.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/24/18-10/26/18	2	:30	5:30A- 6A (CST)				1	1	1			3	\$340.00	\$1,020.00	Mobile (WEAR)		10/23/18
2.0	Normal Line / News	10/29/18-11/02/18	2	:30	5:30A- 6A (CST)		1	1	1	1	1			5	\$340.00	\$1,700.00	Mobile (WEAR)		10/23/18
3.0	Normal Line / News	10/24/18-10/26/18	1	:30	6A- 7A (CST)				1	1	1			3	\$850.00	\$2,550.00	Mobile (WEAR)		10/23/18
4.0	Normal Line / News	10/29/18-11/02/18	1	:30	6A- 7A (CST)		5	X	X	X	X			5	\$850.00	\$4,250.00	Mobile (WEAR)		10/23/18
5.0	Normal Line / SPOT	10/24/18-10/26/18	1	:30	7A- 9A (CST)				1	1	1			3	\$850.00	\$2,550.00	Mobile (WEAR)		10/23/18
6.0	Normal Line / SPOT	10/29/18-11/02/18	1	:30	7A- 9A (CST)		1	1	1	1	1			5	\$850.00	\$4,250.00	Mobile (WEAR)		10/23/18
7.0	Normal Line / News	10/28/18-10/28/18	1	:30	6A- 7A (CST)							1		1	\$340.00	\$340.00	Mobile (WEAR)		10/23/18
8.0	Normal Line / News	11/04/18-11/04/18	1	:30	6A- 7A (CST)								1	1	\$340.00	\$340.00	Mobile (WEAR)		10/23/18
9.0	Normal Line / SPOT	10/28/18-10/28/18	3	:30	7A- 8A (CST)								1	1	\$450.00	\$450.00	Mobile (WEAR)		10/23/18
10.0	Normal Line / SPOT	10/24/18-10/26/18	1	:30	9A- 10A (CST)				1	1	1			3	\$340.00	\$1,020.00	Mobile (WEAR)		10/23/18
11.0	Normal Line / SPOT	10/29/18-11/02/18	1	:30	9A- 10A (CST)		1	1	1	1	1			5	\$340.00	\$1,700.00	Mobile (WEAR)		10/23/18
12.0	Normal Line / News	10/24/18-10/26/18	1	:30	11A- 11:30A (CST)				1	1	1			3	\$265.00	\$795.00	Mobile (WEAR)		10/23/18
13.0	Normal Line / SPOT	10/24/18-10/26/18	2	:30	11:30A- 12P (CST)				1	1	1			3	\$150.00	\$450.00	Mobile (WEAR)		10/23/18

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1221> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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14.0	Normal Line / SPOT	10/29/18-11/02/18	1	:30	11:30A-12P (CST)	4	X	X	X	X	X			4	\$225.00	\$900.00	Mobile (WEAR)		10/23/18
15.0	Normal Line / SPOT	10/24/18-10/26/18	2	:30	2P-3P (CST)	2			X	X	X			2	\$175.00	\$350.00	Mobile (WEAR)		10/23/18
16.0	Normal Line / SPOT	10/29/18-11/02/18	2	:30	2P-3P (CST)	4	X	X	X	X	X			4	\$175.00	\$700.00	Mobile (WEAR)		10/23/18
17.0	Normal Line / SPOT	10/28/18-10/28/18	3	:30	10:35P-11:05P (CST)								1	1	\$190.00	\$190.00	Mobile (WEAR)		10/23/18
18.0	Normal Line / SPOT	11/04/18-11/04/18	3	:30	10:35P-11:05P (CST)								1	1	\$190.00	\$190.00	Mobile (WEAR)		10/23/18
19.0	Normal Line / News	10/29/18-11/02/18	1	:30	11A-11:30A (CST)		1	1	1	1	1			5	\$265.00	\$1,325.00	Mobile (WEAR)		10/23/18

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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# Buy Detail Report

Revision #: Date: 10/23/2018 9:58 AM

Client: Yes for Escambia Schools

Estimate: 4277

Vendor: WEAR-TV

Send Billing To: The Appleyard Agency

4400 Bayou Blvd.

Media: TV

Description: Yes for Escambia Schools

Suite 34

Product: Issue

Flight Start Date: 10/22/2018 03:00 AM

Pensacola, FL 32503

Market: Florida Trading Area-Florida Trading Area

Flight End Date: 11/4/2018 02:59 AM

Primary Demo: Women 35-54

Buyer: Dana Wiggins

Phone: (850) 494-2194

Separation between spots: 25

Fax: (850) 494-9134



Affiliation: ABC

Estimate Comments: Flight Dates: Wednesday 10/24 - Sunday November 4th  
Only 1 commercial per day per program.

Line No	Daypart	Daypart Code	STN Gross	Dur	Wks 10/22	10/29	Total Spots	Women 35-54 Rtg/CPP
<b>WEAR-TV</b>								
1	MTuWThF 5:30a-6:00a 3 IN THE MORNING	EM	\$340.00	30	3	5	8	5.6 \$60.71
2	MTuWThF 6:00a-7:00a 3 IN THE MORN	EM	\$850.00	30	3	5	8	9.8 \$86.73
3	MTuWThF 7:00a-9:00a GOOD MORN AMERICA	EM	\$850.00	30	3	5	8	8.5 \$100.00
4	Su 6:00a-7:00a 3 IN THE MORNING	EM	\$340.00	30	1	1	2	4.0 \$85.00
5	Su 7:00a-8:00a GOOD MORN AMER	EM	\$450.00	30	1	0	1	5.9 \$76.27
6	MTuWThF 9:00a-10:00a RACHEL RAY	DT	\$340.00	30	3	5	8	4.5 \$75.56
7	MTuWThF 11:00a-11:30a DAYSIDE	DT	\$265.00	30	3	5	8	3.4 \$77.94
8	MTuWThF 11:30a-12:00p EXTRA	DT	\$150.00	30	3	0	3	3.1 \$48.39
9	MTuWThF 11:30a-12:00p EXTRA	DT	\$225.00	30	0	4	4	3.1 \$72.58
10	MTuWThF 2:00p-3:00p THE DOCTORS	DT	\$175.00	30	2	4	6	2.3 \$76.09
11	Su 10:35p-11:05p	LF	\$190.00	30	1	1	2	3.5



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Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 10/22 10/29	Total Spots	Women 35-54 Rtg/CPP
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WEAR-TV

FULL MEASURE

Total Spots: 23 35  
Total GRP/GIMP(000): 122.7 188.1  
Total CPP/CPM:  
Total Wks Cost: \$9,715.00  
\$15,355.00

Total Cost: \$25,070.00

58

Signature: \_\_\_\_\_