

ORDER

Orders	Order / Rev:	493523
	Alt Order #:	
	Product Desc:	April 29 2017 election
	Estimate:	April 29 2017 election
	Flight Dates:	04/19/17 - 04/23/17
	Original Date / Rev:	04/18/17 / 04/18/17
	Order Type:	GENERAL

WGNO abc

WGNO-TV

Primary AE:	<u>Jeannette Neves</u>
Sales Office:	<u>LOCAL</u>
Sales Region:	<u>Local</u>

Agency	Name:	<u>Carvin/Sedar Communications</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>36 Neron Place</u>
		<u>New Orleans, LA 70118</u>

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

Advertiser	Name:	Johnson, R/Civil District Court/D
	Demographic:	A25-54
	Product Codes:	PL2.a.i
	Priority:	Default
	Revenue Codes:	Agency, Political, Political-Non-PAC

New Business Thru:	03/13/18
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/17	04/21/17	8	\$550.00	\$467.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2017	8	\$550.00	\$467.50	0.00
Totals	8	\$550.00	\$467.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jeannette Neves	LOCAL	Local	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGNO-TV	10%	\$550.00
Market	100%	\$5,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KGLA	0%	\$0.00
UNKWN	90%	\$4,950.00
WDSU	0%	\$0.00
WHNO	0%	\$0.00
WLAE	0%	\$0.00
WNOL	0%	\$0.00
WPXL	0%	\$0.00
WUPL	0%	\$0.00
WVUE	0%	\$0.00
WWL	0%	\$0.00
WYES	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	26	04/19/17	04/23/17	M-F 5a-7a Good Morning New Orleans	CM	5a-7a	--WTF--	:30	3	\$40.00	03	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/17/17	04/23/17	--WTF--		3				\$40.00		0.00			
N 2	26	04/19/17	04/23/17	M-F 11a-1130a WGNO News @ 11a	CM	11a-1130a	--WTF--	:30	3	\$80.00	03	0.00	NM	3	\$240.00

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Advertiser: Johnson, R/Civil District Court/D
Product Desc: April 29 2017 election
Estimate: April 29 2017 election
WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	26	04/19/17	04/23/17	M-F 11a-1130a WGNO News @ 11a	CM	11a-1130a	--WTF--	:30	3	\$80.0003		0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/17/17	04/23/17	--WTF--			3		\$80.00		0.00				
N 3	26	04/19/17	04/23/17	M-F 4p-5p M-F 4p-5p	CM	4p-5p	---TF--	:30	2	\$95.0003		0.00	NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/17/17	04/23/17	---TF--			2		\$95.00		0.00				
													Totals	8	\$550.00

RACHAEL JOHNSON - CIVIL DISTRICT COURT DIV B

MARKET: New Orleans

MARKET: New Orleans											W 4/19-Su 4/23			
											WEEK OF:			
DAYPART	STATION	ROTATION	START	END	PROGRAM	LENGTH	UNIT RATE	RP55+	CPP	17-Apr	SPTS	TRPS	\$	
AM NEWS	WGNO	W-F	5:00 AM	7:00 AM	AM NEWS	30	40	0.8	50.00	3	3	2.4	120.00	
DAY	WGNO	W-F	11:00 AM	11:30 AM	MIDDAY NEWS	30	80	1.8	44.44	3	3	5.4	240.00	
EFRINGE	WGNO	W-F	4:00 PM	5:00 PM	JUDGE MATHIS	30	95	2.0	47.50	2	2	4.0	180.00	
											8	8	118	560.00
											AGENCY			82.50
											NET			467.50

3
3
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A

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: <u>WGNO-TV New Orleans, LA</u>	Date: <u>4/18/17</u>
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I, K. CARVIN

being/on behalf of: RACHAEL JOHNSON

a legally qualified candidate of the DEMOCRATIC

political party for the office of: JUDGE, CIVIL DISTRICT COURT, DIV. B

in the GENERAL

election to be held on: 4/29/17

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$550.00 Gross

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

Committee to Elect Rachael Johnson Judge

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:

E. JOHN LITCHFIELD, CAMPAIGN CHAIRMAN

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 PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

4/16/17 [Signature] CARVIN/SEDER LLC
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] LINDA ANDERSON NSM
Signature Printed Name Title