



WRLH FOX Richmond  
1925 Westmoreland St  
Richmond, VA 23230

Friends of Glen Sturtevant for Va Senate-R  
Pinpoint Media  
1707 Osage St #103  
Alexandria, VA 22302

## Contract # 2239714

### Schedule Dates

09/16/15-09/22/15

### Advertiser

Friends of Glen Sturtevant for Va Senate-R (10508)

### Agency

PinPoint Media LLC (15192)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

STURTEVANT VA-10/557 (760199)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

Meade, Nicole

### Phone/Fax

/

### CPE

53/53/557

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

STURTEVANT VA-10

STURTEVANT

JARED SALES

Date Entered 09/15/15

Last Modified 09/15/15

Entered By Jason Baumgarten

CO-OP No

Headline # ECR10679469

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$807.75

Net Total \$4,577.25

Sales Tax

Richmond (WRLH)			
By Broadcast Month	Spots	Rate	
Sep. 2015	15	\$5,385.00	
<b>Grand Total:</b>	<b>15</b>	<b>\$5,385.00</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 / Football (1)	09/20/15-09/20/15	5	:30	1P- Sports-FOX NFL Early Game	1							1	1	\$1,200.00		Richmond (WRLH)	REDSKINS	9/15/15
1.0.1	Closed Preempt (1)	09/20/15															Richmond (WRLH)	Pre-empt/Exception -	
2.0	Normal Line / SPOT (2)	09/16/15-09/16/15	5	:30	7P- 7:30P (EST)	1		1						1	\$225.00	\$225.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
3.0	Normal Line / SPOT (3)	09/17/15-09/17/15	5	:30	7P- 7:30P (EST)	1			1						\$225.00		Richmond (WRLH)	BIG BANG THEORY	9/15/15
3.0.1	Closed Preempt (3)	09/17/15															Richmond (WRLH)	Pre-empt/Spot -	
5.0	Normal Line / SPOT (5)	09/21/15-09/21/15	5	:30	7P- 7:30P (EST)	1	1								\$225.00		Richmond (WRLH)	BIG BANG THEORY	9/15/15
5.0.1	Closed Preempt (5)	09/21/15															Richmond (WRLH)	Pre-empt/Exception -	
6.0	Normal Line / SPOT (6)	09/22/15-09/22/15	5	:30	7P- 7:30P (EST)	1		1							\$225.00		Richmond (WRLH)	BIG BANG THEORY	9/15/15
6.0.1	Closed Preempt (6)	09/22/15															Richmond (WRLH)	Pre-empt/Exception -	
7.0	Normal Line / SPOT (7)	09/16/15-09/16/15	5	:30	7:30P- 8P (EST)	1		1						1	\$225.00	\$225.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
8.0	Normal Line / SPOT (8)	09/17/15-09/17/15	5	:30	7:30P- 8P (EST)	1			1						\$225.00		Richmond (WRLH)	BIG BANG THEORY	9/15/15
8.0.1	Closed Preempt (8)	09/17/15															Richmond (WRLH)	Pre-empt/Spot -	
9.0	Normal Line / SPOT (9)	09/18/15-09/18/15	5	:30	7:30P- 8P (EST)	1					1				\$225.00		Richmond (WRLH)	BIG BANG THEORY	9/15/15

## 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=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

Meade,Nicole

### Phone/Fax

/

### CPE

53/53/557

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

STURTEVANT VA-10  
STURTEVANT  
JARED SALES

Date Entered 09/15/15

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CO-OP No

Headline # ECR10679469

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Net Total \$4,577.25

Sales Tax

Richmond (WRLH)

By Broadcast Month

Sep. 2015

Grand Total:

Rate

\$5,385.00

\$5,385.00

Spots

15

15

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9.0.1	Closed Preempt (9)	09/18/15															Richmond (WRLH)	Pre-empt/Spot -	9/15/15
10.0	Normal Line / SPOT (10)	09/21/15-09/21/15	5	:30	7:30P- 8P (EST)	1	1							1	\$225.00		Richmond (WRLH)	BIG BANG THEORY	9/15/15
10.0.1	Closed Preempt (10)	09/21/15															Richmond (WRLH)	Pre-empt/Exception -	9/15/15
12.0	Normal Line / News (12)	09/16/15-09/16/15	5	:30	10P- 10:30P (EST)			1						1	\$190.00	\$190.00	Richmond (WRLH)	FOX 35 NEWS TEN	9/15/15
13.0	Normal Line / News (13)	09/17/15-09/17/15	5	:30	10P- 10:30P (EST)				1					1	\$190.00	\$190.00	Richmond (WRLH)	FOX 35 NEWS TEN	9/15/15
14.0	Normal Line / News (14)	09/18/15-09/18/15	5	:30	10P- 10:30P (EST)					1				1	\$190.00	\$190.00	Richmond (WRLH)	FOX 35 NEWS TEN	9/15/15
16.0	Normal Line / News (16)	09/22/15-09/22/15	5	:30	10P- 10:30P (EST)		1							1	\$190.00	\$190.00	Richmond (WRLH)	FOX 35 NEWS TEN	9/15/15
17.0	Normal Line / News (17)	09/19/15-09/19/15	5	:30	10P- 10:35P (EST)							1			\$150.00		Richmond (WRLH)	FOX 35 NEWS TEN	9/15/15
17.0.1	Closed Preempt (17)	09/19/15															Richmond (WRLH)	Pre-empt/Exception -	9/15/15
18.0	Normal Line / SPOT (18)	09/20/15-09/20/15	5	:30	9A- 10A (EST)								1	1	\$25.00	\$25.00	Richmond (WRLH)	FOX NEWS SUNDAY	9/15/15
22.0	M/G For 1.0.1 / Football (1)	09/20/15-09/20/15	5	:30	1P- Sports-FOX NFL Early Game								1	1	\$1,300.00	\$1,300.00	Richmond (WRLH)	REDSKINS	9/15/15
23.0	M/G For 3.0.1 / SPOT (3)	09/17/15-09/17/15	5	:30	7P- 7:30P (EST)					1				1	\$450.00	\$450.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
24.0	M/G For 5.0.1 / SPOT (5)	09/21/15-09/21/15	5	:30	7P- 7:30P (EST)		1							1	\$450.00	\$450.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15

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Accepted-Station:

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## Contract #

2239714

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### Sales Office

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Meade, Nicole

### Phone/Fax

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### CPE

53/53/557

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National/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

STURTEVANT VA-10  
STURTEVANT  
JARED SALES

### Date Entered

09/15/15

### Last Modified

09/15/15

### Entered By

Jason Baumgarten

### CO-OP

NO

### Headline #

ECR10679469

### Demo

Normal

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$807.75

### Net Total

\$4,577.25

### Sales Tax

## Richmond (WRLH)

By Broadcast Month

Sep. 2015

Grand Total:

Spots

15

15

Rate

\$5,385.00

\$5,385.00

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
25.0	M/G For 6.0.1 / SPOT (6)	09/22/15-09/22/15	5	:30	7P- 7:30P (EST)	1	1							1	\$450.00	\$450.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
26.0	M/G For 8.0.1 / SPOT (8)	09/17/15-09/17/15	5	:30	7:30P- 8P (EST)					1				1	\$450.00	\$450.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
27.0	M/G For 9.0.1 / SPOT (9)	09/18/15-09/18/15	5	:30	7:30P- 8P (EST)						1			1	\$450.00	\$450.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
28.0	M/G For 10.0.1 / SPOT (10)	09/21/15-09/21/15	5	:30	7:30P- 8P (EST)	1	1							1	\$450.00	\$450.00	Richmond (WRLH)	BIG BANG THEORY	9/15/15
29.0	M/G For 17.0.1 / News (17)	09/19/15-09/19/15	5	:30	11P- News-Fox Richmond News @ 10 Late Run (Saturday)							1		1	\$150.00	\$150.00	Richmond (WRLH)	FOX 35 NEWS TEN	9/15/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Comments:

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# ORDER WORKSHEET

Rep Order# 10679469 Ver# 6 Status Returned Traffic Order# Printed: 09/16/15 8:46 AM Duplicate 1 of 3  
 EC'd Yes Last Received: 09/15/15 5:09 PM  
 Showing Buylines: All Lines

Station WRLH-TV RICHMOND, VA  
 Advertiser (NW80) POLITICAL  
 Product STURTEVANT VA-10  
 Estimate# 557  
 Buyer Nicole Meade  
 Agency (PPME) PINPOINT MEDIA  
 1707 OSAGE ST, #103  
 ALEXANDRIA, VA 22302  
 Agency C/P1/P2/E 53/53/557  
 Flight Dates 09/16/15-09/22/15

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (JSA) JARED SALLES-MILL  
 Sales Assistant  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax#

## -- CONTRACT COMMENT --

STURTEVANT

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## -- REMARKS --

see line 17 for time change. thanks, jason

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/IMP
1	09/20-09/20	1P-4P	REDSKINS	30	\$1,300.00	Su	1	1	1	\$1,300.00	-
Buy Comment: LUR RATE											
2	09/16-09/16	7P-730P	BIG BANG THEORY	30	\$225.00	W	1	1	1	\$225.00	-
3	09/17-09/17	7P-730P	BIG BANG THEORY	30	\$450.00	Th	1	1	1	\$450.00	-
4	09/18-09/18	7P-730P	BIG BANG THEORY	30	\$450.00	F	0	1	0	\$0.00	-
Buy Comment: NA TO MAKE TOTALS WORK DUE TO LUR FOR PA											
5	09/21-09/21	7P-730P	BIG BANG THEORY	30	\$450.00	M	1	1	1	\$450.00	-
6	09/22-09/22	7P-730P	BIG BANG THEORY	30	\$450.00	Tu	1	1	1	\$450.00	-
7	09/16-09/16	730P-8P	BIG BANG THEORY	30	\$225.00	W	1	1	1	\$225.00	-
8	09/17-09/17	730P-8P	BIG BANG THEORY	30	\$450.00	Th	1	1	1	\$450.00	-
9	09/18-09/18	730P-8P	BIG BANG THEORY	30	\$450.00	F	1	1	1	\$450.00	-

# ORDER WORKSHEET

Rep Order# 10679469 Ver# 6 Status Returned Traffic Order# Printed: 09/16/15 8:46 AM Duplicate 2 of 3  
 EC'd Yes Last Received: 09/15/15 5:09 PM  
 Showing Buylines: All Lines

Station WRLH-TV RICHMOND, VA  
 Advertiser (NW80) POLITICAL  
 Product STURTEVANT VA-10  
 Estimate# 557  
 Buyer Nicole Meade  
 Agency (PPME) PINPOINT MEDIA  
 1707 OSAGE ST, #103  
 ALEXANDRIA, VA 22302  
 Agency C/P1/P2/E 53/53/557  
 Flight Dates 09/16/15-09/22/15

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (USA) JARED SALLES-MILL  
 Sales Assistant  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost	RTG/IMP
10	09/21-09/21	730P-8P	BIG BANG THEORY	30	\$450.00	M	1	1	1	\$450.00	-
11	09/22-09/22	730P-8P	BIG BANG THEORY	30	\$450.00	Tu	0	1	0	\$0.00	-
Buy Comment: NA TO MAKE TOTALS WORK DUE TO LUR FOR PA											
12	09/16-09/16	10P-1030P	FOX 35 NEWS TEN	30	\$190.00	W	1	1	1	\$190.00	-
13	09/17-09/17	10P-1030P	FOX 35 NEWS TEN	30	\$190.00	Th	1	1	1	\$190.00	-
14	09/18-09/18	10P-1030P	FOX 35 NEWS TEN	30	\$190.00	F	1	1	1	\$190.00	-
15	09/21-09/21	10P-1030P	FOX 35 NEWS TEN	30	\$190.00	M	0	1	0	\$0.00	-
Buy Comment: NA TO MAKE TOTALS WORK DUE TO LUR FOR PA											
16	09/22-09/22	10P-1030P	FOX 35 NEWS TEN	30	\$190.00	Tu	1	1	1	\$190.00	-
17*	09/19-09/19	10P-1035P	FOX 35 NEWS TEN	30	\$150.00	Sa	1	1	1	\$150.00	-
Station remark: V6 time changed to 11-1130											
18	09/20-09/20	9A-10A	FOX NEWS SUNDAY	30	\$25.00	Su	1	1	1	\$25.00	-
19	09/16-09/22	1030P-11P	NEWS	30	\$190.00	W-F, M-Tu	0	1	0	\$0.00	-
Buy Comment: NA TO MAKE TOTALS WORK DUE TO LUR FOR PA											
20	09/16-09/22	7A-8A	NEWS	30	\$20.00	W-F, M-Tu	0	1	0	\$0.00	-
Buy Comment: NA TO MAKE TOTALS WORK DUE TO LUR FOR PA											

---REPORT TOTALS---  
 Report Totals: 15 / \$5,385.00

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Rep Order# 10679469	Ver# 6	Status Returned	Traffic Order#	Printed: 09/16/15 8:46 AM	Duplicate	3 of 3
EC'd Yes				09/15/15 5:09 PM		
				All Lines		
Station WRLH-TV RICHMOND, VA		Agency (PPME) PINPOINT MEDIA		Rep Firm MILLENNIUM SALES & MARKETING		
Advertiser (NW80) POLITICAL		1707 OSAGE ST, #103		Sales Office (DC) WASHINGTON		
Product STURTEVANT VA-10		ALEXANDRIA, VA 22302		Salesperson (JSA) JARED SALLES-MILL		
Estimate# 557		Agency C/P1/P2/E 53/53/557		Sales Assistant		
Buyer Nicole Meade		Flight Dates 09/16/15-09/22/15		Salesperson Phone# 202-955-5342		
				Salesperson Fax#		

Last Received:  
Showing Buylines:

## --SALES MONTHLY TOTALS--

Sep2015: 15/ \$5,385.00  
Order Totals: 15 / \$5,385.00 Total GRPS: 0.0

## -- COMPETITIVE --

Market Totals

\$50,280.11

CABL .00%  
WRIH 10.71%

ERLH .00%  
WTVR 38.43%

UNKN .00%  
WUPV .00%

WAWB .00%  
WWBT 29.10%

WRIC 21.76%

## -- COMPETITIVE COMMENTS --

SH ACC

Books [null]  
Demos RA35+P

## -- CREDIT RISK --

STANDARD CREDIT TERMS

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

Friends of Glen Sturtevant

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:

Rose Ann Janis

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**

Date

8.25.15

Signature

Meredith Morton

Digitally signed by Meredith Morton  
Date: 2015.08.25 10:06:10 -04'00'

**To Be Signed By Station Representative**

☐ Accepted

Signature

☐ Accepted in Part

Printed Name

William T. Kelly

☐ Rejected

Title

GM

# 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: 8.25.15
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I, Pinpoint Media  
 being/on behalf of: Friends of Glen Sturtevant  
 a legally qualified candidate of the Republican  
 political party for the office of: State Senate  
 in the General  
 election to be held on: November 3rd 2015

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):



**AGREED UPON SCHEDULE  
(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)**

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

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.