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:**
WITN-TV Greenville NC	3/26/18

I, Eric Loy of Marketing Matters, Inc.,

being/on behalf of: Tony Moore, a legally

qualified candidate of the Republican political

party for the office of: NC Senate

in the Primary

election to be held on: May 8, 2018

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					

Total Charges: $13,038 gross ($11,082.30 net)

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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:

Marketing Matters, Inc.

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:

Tony Moore for Senate

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).

To Be Signed By Candidate or Authorized Committee

3/26/18	Eric C Loy
Date	Signature

To Be Signed By Station Representative

☐ **Accepted** ☒ **Accepted in Part** ☐ **Rejected**

Ron Henslee	Ron Henslee	GSM
Signature	Printed Name	Title

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CONTRACT

WITN
275 E. Arlington Blvd.
Greenville, NC 27858
(252) 439-7777

And:

Marketing Matters Inc
502-C Red Banks Rd
Greenville, NC 27858

Contract / Revision	Alt Order #
792135 /	

Product
Political Buy For Tony Moore

Contract Dates	Estimate #
04/16/18 - 05/07/18	

Advertiser	Original Date / Revision
Tony Moore for Senate	03/22/18 / 03/27/18

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WITN	Ron Henslee	Greenville Local

Special Handling

Demographic
Households

Agy Code	**Advertiser Code**	**Product 1/2**

Agency Ref	Advertiser Ref
130345	148956

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WITN	04/16/18	05/07/18	M-F 6a-9a	M-F 6a-9a		:30				NM	67	$6,700.00
Week:	Start Date 04/16/18	End Date 04/22/18	Weekdays MTWTF--	Spots/Week 22	Rate $100.00								
Week:	04/23/18	04/29/18	MTWTF--	22	$100.00								
Week:	04/30/18	05/06/18	MTWTF--	21	$100.00								
Week:	05/07/18	05/13/18	M------	2	$100.00								
N 2	WITN	04/16/18	05/07/18	M-F 9a-5p	9a-5p		:30				NM	40	$1,000.00
Week:	Start Date 04/16/18	End Date 04/22/18	Weekdays MTWTF--	Spots/Week 12	Rate $25.00								
Week:	04/23/18	04/29/18	MTWTF--	13	$25.00								
Week:	04/30/18	05/06/18	MTWTF--	13	$25.00								
Week:	05/07/18	05/13/18	M------	2	$25.00								
N 3	WITN	04/16/18	05/07/18	Prime Rotator M-Su	8p-11p		:30				NM	36	$3,600.00
Week:	Start Date 04/16/18	End Date 04/22/18	Weekdays MTWTF--	Spots/Week 12	Rate $100.00								
Week:	04/23/18	04/29/18	MTWTF--	11	$100.00								
Week:	04/30/18	05/06/18	MTWTF--	11	$100.00								
Week:	05/07/18	05/13/18	M------	2	$100.00								
N 4	WITN	04/16/18	05/06/18	Sa-Su 6a-6p	6a-6p		:30				NM	34	$680.00
Week:	Start Date 04/16/18	End Date 04/22/18	Weekdays -----SS	Spots/Week 12	Rate $20.00								
Week:	04/23/18	04/29/18	-----SS	12	$20.00								
Week:	04/30/18	05/06/18	-----SS	10	$20.00								
N 5	WITN	04/16/18	05/07/18	M-Su 4a-4a	M-Su 4a-4a	MTWTFSS	:30	0	$1.00	0.00	NM	504	$504.00
N 6	WITN	04/16/18	05/07/18	M-F 4a-11a	4a-11a	MTWTF--	:30	0	$50.00	0.00	NM	1	$50.00
						Totals		0.00				682	$12,534.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/26/18 -04/29/18	437	$8,126.00	($1,218.90)	$6,907.10
04/30/18 -05/07/18	245	$4,408.00	($661.20)	$3,746.80
Totals	682	$12,534.00	($1,880.10)	$10,653.90

(* Line Transactions: N = New, E = Edited, D = Deleted)

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising

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WITN
275 E. Arlington Blvd.
Greenville, NC 27858
(252) 439-7777

Contract / Revision	Alt Order #
792135 /	

Contract Dates	Product	Estimate #
04/16/18 - 05/07/18	Political Buy For Tony M	

Advertiser	Original Date / Revision
Tony Moore for Senate	03/22/18 / 03/27/18

Signature: _____ **Date:** _____

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CONTRACT

MeTV EASTERN CAROLINA WITN 3
GITN
275 E. Arlington Blvd.
Greenville, NC 27858
(252) 439-7777

Contract / Revision	Alt Order #
792123 /	

Product
Politcal Buy For Tony Moore

Contract Dates	Estimate #	
04/16/18 - 05/07/18		

Advertiser	Original Date / Revision
Tony Moore for Senate	03/22/18 / 03/27/18

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
GITN	Ron Henslee	Greenville Local

Special Handling

Demographic
Households

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And:

Marketing Matters Inc
502-C Red Banks Rd
Greenville, NC 27858

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	GITN	04/16/18	05/07/18	Prime Rotator M-Su	8p-11p		:30				NM	63	$504.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	04/16/18	04/22/18	MTWTFSS	21	$8.00
Week:	04/23/18	04/29/18	MTWTFSS	20	$8.00
Week:	04/30/18	05/06/18	MTWTFSS	20	$8.00
Week:	05/07/18	05/13/18	M------	2	$8.00

Totals	0.00	63	$504.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/26/18 -04/29/18	41	$328.00	($49.20)	$278.80
04/30/18 -05/07/18	22	$176.00	($26.40)	$149.60
Totals	63	$504.00	($75.60)	$428.40

Signature: _____ **Date:** _____

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