

Maffei

WVMS

NAB Form PB-17 Candidates

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:
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I, Maura Givens

being/on behalf of: Dan Maffei, a legally

qualified candidate of the Democratic political

party for the office of: House of Representatives

in the General

election to be held on: 11/6/12

do hereby request station time as follows:

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

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:

Friends of Dan Maffei

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:

Herbert C. Milane PO Box 230 Syracuse NY 13201

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

6/12/12

Date

[Signature]

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, DAN Maffei
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Maura Gilroy

printed name

6/12/12

date

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
AS ORDERED					

Total Charges:

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, 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.



WNYs Syracuse
1000 James St
Syracuse, NY 13203

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1384478

Schedule Dates	10/02/12-10/08/12	Date Entered	09/28/12
Advertiser	Dan Maffei for Congress-D (72651)	Last Modified	09/28/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Candle Sullivan
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	Dan Maffei for Congress (470721)	Headline #	ECR09832855
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Kaufma,Meredith	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	131/137/1725	Commission	\$18.00
Account Types	National/Political Candidate Agency BRD	Net Total	\$102.00
Billing Type	Standard	Sales Tax	
Comments	DAN MAFFEI		

Syracuse (WNYs)		
By Broadcast Month	Spots	Rate
Oct. 2012	3	\$120.00
Grand Total:	3	\$120.00

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
1.0	Normal Line / SPOT (1)	10/02/12-10/05/12	4	:30	4P- 5P (EST)	1		X	X	X	X			1	\$20.00	\$20.00	Syracuse (WNYs)	JUDGE GREG MATHIS	9/28/12
2.0	Normal Line / SPOT (2)	10/08/12-10/08/12	4	:30	5P- 5:30P (EST)	1	1							1	\$40.00	\$40.00	Syracuse (WNYs)	DISH NATION REVISED PROGRAM	9/28/12
3.0	Normal Line / SPOT (3)	10/02/12-10/05/12	4	:30	10P- 10:30P (EST)	1		X	X	X	X			1	\$60.00	\$60.00	Syracuse (WNYs)	SIMPSON'S REVISED PROGRAM	9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Rep Order# 9832855 Ver# 1 Status New
EC'd Yes

Traffic Order# 1384476

Printed: 09/28/2012 8:44 AM
Last Received: 09/27/2012 7:46 PM
Showing Buylines: All Lines

1 of 2

Station WNY5-TV SYRACUSE, N.Y.

Advertiser () POLITICAL

Product DAN MAFFEI

Estimate# 1725

Buyer Meredith Kaufman

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 131/137/1725

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

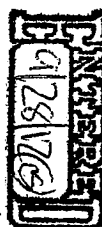
Rep Firm

Sales Office () WASHINGTON

Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#



--- CONTRACT COMMENT ---

*****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.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	4P-5P	JUDGE GREG MATHIS	:30	\$20.00	10/02-10/08	1	1	1	\$20.00	
	2	TU-F,M	5P-530P	DISH NATION	:30	\$40.00	10/02-10/08	1	1	1	\$40.00	
	3	TU-F,M	10P-1030P	SIMPSON'S	:30	\$60.00	10/02-10/08	1	1	1	\$60.00	
				Sales Remark: V1 REVISED PROGRAM								

---REPORT TOTALS---

Report Totals: 3 / \$120.00

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$120.00

Sales Totals: 3 / \$120.00

Station Totals: 3 / \$120.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$3,000

CABL 0%
WSYT 11%

UNKN 3%
WTVH 14%

WNY5 4%

WSTM 28%

WSYR 40%

Bgcks null
Demos RA35+