



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

National Media Research Planning
815 Slaters Ln
Alexandria, VA 22314

Contract # 2522354

Schedule Dates 11/01/16-11/08/16
Advertiser Richard Burr for North Carolina Senate-R (108407)
Agency National Media Research Planning (14053)
Product POLITICAL CANDIDATE (ns) (1186)
Brand NC (466983)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name MediaAssistant,
Phone/Fax /
CPE 475/894/6965
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments NC
AMY MCREARY

Date Entered 06/08/16
Last Modified 10/05/16
Entered By Lisa Carter
CO-OP No
Headline # ECR25187748
Demo A3564R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$336.00
Net Total \$1,904.00
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Nov. 2016	10	\$2,240.00
Grand Total:	10	\$2,240.00

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 - 1.0)	11/01/16-11/01/16	3	:30	7A- ABC-Good Morning America			1						1	\$60.00		Greensboro (WXLV)	GD MRN AMR-ABC<	6/8/16
1.0.1	Closed Preempt (1 - 1.0)	11/01/16															Greensboro (WXLV)	Sold Out/Spot -	
2.0	Normal Line / SPOT (1 - 1.0)	11/02/16-11/02/16	3	:30	7A- ABC-Good Morning America				1					1	\$60.00	\$60.00	Greensboro (WXLV)	GD MRN AMR-ABC<	6/8/16
3.0	Normal Line / SPOT (1 - 1.0)	11/03/16-11/03/16	3	:30	7A- ABC-Good Morning America					1				1	\$60.00	\$60.00	Greensboro (WXLV)	GD MRN AMR-ABC<	6/8/16
4.0	Normal Line / SPOT (1 - 1.0)	11/04/16-11/04/16	3	:30	7A- ABC-Good Morning America						1			1	\$60.00	\$60.00	Greensboro (WXLV)	GD MRN AMR-ABC<	6/8/16
5.0	Normal Line / SPOT (1 - 1.0)	11/07/16-11/07/16	3	:30	7A- ABC-Good Morning America									1	\$60.00	\$60.00	Greensboro (WXLV)	GD MRN AMR-ABC<	6/8/16
6.0	Normal Line / SPOT (1 - 1.0)	11/08/16-11/08/16	3	:30	7A- ABC-Good Morning America									1	\$60.00	\$60.00	Greensboro (WXLV)	GD MRN AMR-ABC<	6/8/16
7.0	Normal Line / SPOT (2 - 2.0)	11/01/16-11/01/16	3	:30	3P- Dr Phil				1						\$70.00		Greensboro (WXLV)	DR. PHIL	6/8/16
7.0.1	Closed Preempt (2 - 2.0)	11/01/16															Greensboro (WXLV)	Sold Out/Spot -	
8.0	Normal Line / SPOT (2 - 2.0)	11/03/16-11/03/16	3	:30	3P- Dr Phil					1					\$70.00		Greensboro (WXLV)	DR. PHIL	6/8/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Alison Aldred 11.6.16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgn.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Advertiser

Richard Burr for North Carolina Senate-R (108407)

Agency

National Media Research Planning (14053)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

NC (466983)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

MediaAssistant,,

Phone/Fax

/

CPE

475/894/6965

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

NC
AMY MCCREARY

Date Entered

06/08/16

Last Modified

10/05/16

Entered By

Lisa Carter

CO-OP

No

Headline

ECR25187748

Demo

A3564R

Order Type

Normal

Package Deal

Normal

Commission %

15.00

Commission

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Net Total

\$1,904.00

Sales Tax

Greensboro (WXLV)

By Broadcast Month

Month	Spots	Rate
Nov. 2016	10	\$2,240.00
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8.0.1	Closed Preempt (2 - 2.0)	11/03/16															Greensboro (WXLV)	Pre-empt/Exception - LUR	
9.0	Normal Line / SPOT (2 - 2.0)	11/04/16-11/04/16	3	:30	3P- Dr Phil								1		\$70.00		Greensboro (WXLV)	DR. PHIL	6/8/16
9.0.1	Closed Preempt (2 - 2.0)	11/04/16															Greensboro (WXLV)	Pre-empt/Exception - LUR	
10.0	Normal Line / SPOT (3 - 2.3)	11/01/16-11/01/16	3	:30	6:58:50P- Family Feud			1						1	\$170.00	\$170.00	Greensboro (WXLV)	FAMILY FEUD	6/8/16
11.0	Normal Line / SPOT (3 - 2.3)	11/02/16-11/02/16	3	:30	6:58:50P- Family Feud				1						\$170.00		Greensboro (WXLV)	FAMILY FEUD	6/8/16
11.0.1	Closed Preempt (3 - 2.3)	11/02/16															Greensboro (WXLV)	Pre-empt/Exception - LUR	
12.0	Normal Line / SPOT (3 - 2.3)	11/03/16-11/03/16	3	:30	6:58:50P- Family Feud				1						\$170.00		Greensboro (WXLV)	FAMILY FEUD	6/8/16
12.0.1	Closed Preempt (3 - 2.3)	11/03/16															Greensboro (WXLV)	Sold Out/Exception -	
13.0	Normal Line / SPOT (3 - 2.3)	11/04/16-11/04/16	3	:30	6:58:50P- Family Feud					1					\$170.00		Greensboro (WXLV)	FAMILY FEUD	6/8/16
13.0.1	Closed Preempt (3 - 2.3)	11/04/16															Greensboro (WXLV)	Sold Out/Exception -	
14.0	Normal Line / SPOT (3 - 2.3)	11/07/16-11/07/16	3	:30	6:58:50P- Family Feud			1						1	\$170.00	\$170.00	Greensboro (WXLV)	FAMILY FEUD	6/8/16
15.0	Normal Line / SPOT (4 - 3.2)	11/01/16-11/04/16	3	:30	7:28:30P- Family Feud B			1							\$200.00		Greensboro (WXLV)	FAMILY FEUD B	6/8/16

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15.0.1	Closed Preempt (4 - 3.2)	11/01/16															Greensboro (WXLV)	Sold Out/Exception -	
16.0	Normal Line / SPOT (4 - 3.2)	11/02/16-11/02/16	3	:30	7:28:30P- Family Feud B			1							\$200.00		Greensboro (WXLV)	FAMILY FEUD B	6/8/16
16.0.1	Closed Preempt (4 - 3.2)	11/02/16															Greensboro (WXLV)	Sold Out/Exception -	
17.0	Normal Line / SPOT (4 - 3.2)	11/03/16-11/03/16	3	:30	7:28:30P- Family Feud B				1						\$200.00		Greensboro (WXLV)	FAMILY FEUD B	6/8/16
17.0.1	Closed Preempt (4 - 3.2)	11/03/16															Greensboro (WXLV)	Sold Out/Exception -	
18.0	Normal Line / SPOT (4 - 3.2)	11/04/16-11/04/16	3	:30	7:28:30P- Family Feud B						1			1	\$200.00	\$200.00	Greensboro (WXLV)	FAMILY FEUD B	6/8/16
19.0	Normal Line / SPOT (4 - 3.2)	11/07/16-11/07/16	3	:30	7:28:30P- Family Feud B			1							\$200.00		Greensboro (WXLV)	FAMILY FEUD B	6/8/16
19.0.1	Closed Preempt (4 - 3.2)	11/07/16															Greensboro (WXLV)	Pre-empt/Spot -HRA	
20.0	Normal Line / Prime (5 - 3.8)	11/07/16-11/07/16	4	:30	7:58P- 10P (EST)			1							\$425.00		Greensboro (WXLV)	DWTS	6/8/16
20.0.1	Closed Preempt (5 - 3.8)	11/07/16															Greensboro (WXLV)	Sold Out/Exception -	
21.0	Normal Line / Prime (6 - 4.1)	11/03/16-11/03/16	4	:30	9P- 10P (EST)					1				1	\$750.00	\$750.00	Greensboro (WXLV)	SCANDAL-ABC	6/8/16
22.0	Normal Line / Prime (7 - 2.2)	11/04/16-11/04/16	4	:30	7:58P- 8:30P (EST)							1			\$300.00		Greensboro (WXLV)	LAST STAND	6/8/16
22.0.1	Closed Preempt (7 - 2.2)	11/04/16															Greensboro (WXLV)	Sold Out/Spot -	
23.0	Normal Line / Prime (8 - 2.2)	11/04/16-11/04/16	4	:30	9P- 10P (EST)							1			\$250.00		Greensboro (WXLV)	SHARK TAWK-ABC	6/8/16

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23.0.1	Closed Preempt (8 - 2.2)	11/04/16															Greensboro (WXLV)	Pre-empt/Exception - HRA	
24.0	Normal Line / Football (9 - 2.8)	11/05/16-11/05/16	4	:30	3:30P-6:30P (EST)							1		1	\$650.00	\$650.00	Greensboro (WXLV)	ABC CLG FTB	6/8/16

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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, National Media Research, Planning, and Placement,
being/on behalf of: The Richard Burr Committee,
a legally qualified candidate of the US Senate
political party for the office of: Republican
in the General Election
election to be held on: November 8th, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

The Richard Burr Committee

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:


Timothy W. Gupton

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


Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Allison Aldred DS
Signature Printed Name Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, The Richard Burr Committee

(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

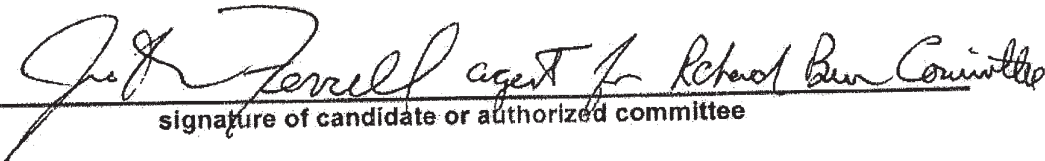
☐ does not

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

JONATHAN FERRELL
printed name

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

Attach proposed schedule with charges (if available):

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.