

ORDER

Harrisburg WHTM

Orders
Order / Rev: 3402503
Alt Order #: 27671851
Product Desc: McSwain for Gov
Estimate: 3439
Flight Dates: 05/09/22 - 05/22/22
Original Date / Rev: 02/03/22 / 02/10/22
Order Type: REG

Primary AE: Katz Los Angeles
Sales Office: K-LA
Sales Region: Nat

Agency
Name: Target Enterprises
Buying Contact:
Billing Contact:
 15260 Ventura Boulevard
 Sherman Oaks, CA 91403

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

Advertiser
Name: POL/Bill McSwain/Governor/PA/Rep
Demographic: HH
Product Codes: PL14
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID: IN4746
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/29/22	63	\$16,625.00	\$14,131.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	63	\$16,625.00	\$14,131.25	0.00
Totals	63	\$16,625.00	\$14,131.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHTM	05/16/22	05/17/22	M-F 530-6a	CM	530-6a	MT-----	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
ABC27 News Daybreak @530 COMMENTS APPLY TO SUB LINES A THRU A ABC 27 News Daybreak @ 5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----					2	\$200.00		0.00			
N 2	WHTM	05/16/22	05/17/22	M-F 6-7a	CM	6-7a	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
ABC27 News Daybreak @ 6 COMMENTS APPLY TO SUB LINES A THRU A ABC 27 Daybreak @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----					2	\$300.00		0.00			
N 3	WHTM	05/16/22	05/17/22	GMA	CM	7-9a	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
Good Morning America COMMENTS APPLY TO SUB LINES A THRU A Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----					2	\$300.00		0.00			
N 4	WHTM	05/11/22	05/13/22	M-F 530-6a	CM	530-6a	--WTF--	:30	3	\$200.00	P4	0.00	NM	3	\$600.00
ABC27 News Daybreak @530 COMMENTS APPLY TO SUB LINES A THRU A ABC 27 News Daybreak @ 5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/09/22	05/15/22	--WTF--		3			\$200.00			0.00			
N 5	WHTM	05/11/22	05/13/22	M-F 6-7a ABC27 News Daybreak @ 6	CM	6-7a	--WTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
COMMENTS APPLY TO SUB LINES A THRU A ABC 27 Daybreak @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/09/22	05/15/22	--WTF--		3			\$300.00			0.00			
N 6	WHTM	05/11/22	05/13/22	GMA Good Morning America	CM	7-9a	--WTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
COMMENTS APPLY TO SUB LINES A THRU A Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/09/22	05/15/22	--WTF--		3			\$300.00			0.00			
N 7	WHTM	05/16/22	05/17/22	M-F 12-1230p ABC27 News at Noon	CM	12-1230p	MT-----	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A ABC 27 News At Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----		2			\$200.00			0.00			
N 8	WHTM	05/11/22	05/13/22	M-F 12-1230p ABC27 News at Noon	CM	12-1230p	--WTF--	:30	3	\$200.00	P4	0.00	NM	3	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A ABC 27 News At Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/09/22	05/15/22	--WTF--		3			\$200.00			0.00			
N 9	WHTM	05/16/22	05/17/22	M-F 4-5p judge judy	CM	4-5p (4:30 PM-5:00 PM)	MT-----	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Judy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----		2			\$200.00			0.00			
N 10	WHTM	05/11/22	05/13/22	M-F 4-5p judge judy	CM	4-5p (4:30 PM-5:00 PM)	--WTF--	:30	3	\$200.00	P4	0.00	NM	3	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A Judge Judy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/09/22	05/15/22	--WTF--		3			\$200.00			0.00			
N 11	WHTM	05/16/22	05/17/22	M-F News @ 5p ABC27 Live at 5	CM	458-6p (5:00 PM-5:30 PM)	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A ABC27 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----		2			\$300.00			0.00			
N 12	WHTM	05/16/22	05/17/22	M-F News @ 5p ABC27 Live at 5	CM	458-6p (5:30 PM-6:00 PM)	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A ABC27 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----		2			\$300.00			0.00			
N 13	WHTM	05/16/22	05/17/22	M-F News @ 6p ABC27 News @ 6p	CM	6-630p	MT-----	:30	2	\$500.00	P4	0.00	NM	2	\$1,000.00
COMMENTS APPLY TO SUB LINES A THRU A ABC 27 News At 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----		2			\$500.00			0.00			
N 14	WHTM	05/16/22	05/17/22	World News M-F World News	CM	630p-7p	MT-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
COMMENTS APPLY TO SUB LINES A THRU A ABC World News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/16/22	05/22/22	MT-----		1			\$500.00			0.00			
N 15	WHTM	05/11/22	05/13/22		CM	458-6p	--WTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA-Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S-						1	\$150.00		0.00			
N 26	WHTM	05/14/22	05/14/22	Sa News @ 6p	CM	6-630p	-----S-	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
ABC27 News @ 6 Sat															
COMMENTS APPLY TO SUB LINES A THRU A															
ABC 27 News Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S-						1	\$200.00		0.00			
N 27	WHTM	05/15/22	05/15/22	GMA Su 7a	CM	7a-8a	-----S	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
GMA Sun 7a-8a															
COMMENTS APPLY TO SUB LINES A THRU A															
GMA-Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S						1	\$200.00		0.00			
N 28	WHTM	05/15/22	05/15/22	ABC27 News Sun 8a	CM	8a-9a	-----S	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
ABC27 News Sun 8a															
COMMENTS APPLY TO SUB LINES A THRU A															
ABC27 Sunday News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S						1	\$200.00		0.00			
N 29	WHTM	05/15/22	05/15/22	Su 9a-10a This Week	CM	9a-10a	-----S	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
This Week															
COMMENTS APPLY TO SUB LINES A THRU A															
This Week															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S						1	\$200.00		0.00			
N 30	WHTM	05/15/22	05/15/22	This Week in PA	CM	This Week in PA	-----S	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
This Week in PA (10:00 AM-10:30 AM)															
COMMENTS APPLY TO SUB LINES A THRU A															
This Week In Pennsylvania.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S						1	\$100.00		0.00			
N 31	WHTM	05/15/22	05/15/22	Su News @ 6p	CM	6-630p	-----S	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
ABC27 News @ 6 Sun															
COMMENTS APPLY TO SUB LINES A THRU A															
ABC 27 News Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S						1	\$200.00		0.00			
N 32	WHTM	05/15/22	05/15/22	ABC 27 News @ 1130p SM	CM	1130p-12x	-----S	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
ABC 27 News @ 1130p Sun															
COMMENTS APPLY TO SUB LINES A THRU A															
ABC27 Nightside Extra Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 05/09/22		05/15/22	-----S						1	\$100.00		0.00			
													Totals	63	\$16,625.00



Target Enterprises
15260 Ventura Boulevard, Suite 1240
Sherman Oaks, CA 91403
(818) 905-0005

AGREEMENT FORM FOR
CANDIDATE ADVERTISING

I, **Target Enterprises**, hereby request station time as follows: See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

☐

Federal candidate

☒

State or local candidate

Candidate name:

Bill McSwain

Authorized committee

McSwain for Governor

Agency requesting time (and contact information):

☐

N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor

Date of election:

5/17/22

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Lisa Lisker

The undersigned represents that the payment for the broadcast time has been furnished by:

☐

The candidate listed above

☒

The authorized committee of the legally qualified candidate listed above

Signature of sponsor representative:

Julie Iadanza

Digitally signed by Julie Iadanza
Date: 2022.01.31 12:53:02 -08'00'

Name:

Date:

Signature of station representative:

Name:

Date:


2/3/22



Target Enterprises
15260 Ventura Boulevard, Suite 1240
Sherman Oaks, CA 91403
(818) 905-0005

**AGREEMENT FORM FOR
CANDIDATE ADVERTISING**

Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

Signature of candidate/authorized committee:

Julie Iadanza

Digitally signed by Julie Iadanza
Date: 2022.02.01 08:06:42 -08'00'

Name:

Date:

BELOW TO BE COMPLETED BY STATION ONLY

Ad submitted to station:

☐

Yes

☒

No

Date received:

**Federal candidate
certification signed
above:**

☐

Yes

☐

No

☒

N/A

Disposition:

☐

Accepted

☐

Accepted in
part

☐

Rejected

Date and nature of follow-ups, if any:

Contract #:

3402503

Station call letters:

WHTM

Date received:

2/3/22

Est. #:

3439

Station location:

HLLY

Flight dates:

5/9-5/22/22

Comments, if any: