



Orders	Order / Rev:	3402557
	Alt Order #:	27671847
	Product Desc:	McSwain for Gov
	Estimate:	3437
	Flight Dates:	04/25/22 - 05/08/22
	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

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/29/22	70	\$17,925.00	\$15,236.25

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	70	\$17,925.00	\$15,236.25	0.00
<b>Totals</b>	<b>70</b>	<b>\$17,925.00</b>	<b>\$15,236.25</b>	<b>0.00</b>

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	04/27/22	04/29/22	M-F 530-6a ABC27 News Daybreak @530	CM	530-6a	--WTF--	:30	3	\$200.00	P4	0.00	NM	3	\$600.00
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:		04/25/22	05/01/22	--WTF--			3			\$200.00		0.00			
N 2	WHTM	05/02/22	05/03/22	M-F 530-6a ABC27 News Daybreak @530	CM	530-6a	MT-----	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
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:		05/02/22	05/08/22	MT-----			2			\$200.00		0.00			
N 3	WHTM	04/27/22	04/29/22	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:		04/25/22	05/01/22	--WTF--			3			\$300.00		0.00			
N 4	WHTM	05/02/22	05/03/22	GMA Good Morning America	CM	7-9a	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
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>			





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Product Desc: McSwain for Gov  
Estimate: 3437

Harrisburg WHTM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News @ 5p ABC27 Live at 5 (5:30 PM-6:00 PM) 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: 04/25/22 05/01/22 --WTF-- 3 \$300.00 0.00															
N 16	WHTM	05/02/22	05/03/22	M-F News @ 5p ABC27 Live at 5 (5:30 PM-6:00 PM) 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: 05/02/22 05/08/22 MT----- 2 \$300.00 0.00	CM	458-6p	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
N 17	WHTM	04/27/22	04/29/22	M-F News @ 6p ABC27 News @ 6p 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: 04/25/22 05/01/22 --WTF-- 3 \$500.00 0.00	CM	6-630p	--WTF--	:30	3	\$500.00	P4	0.00	NM	3	\$1,500.00
N 18	WHTM	05/02/22	05/03/22	M-F News @ 6p ABC27 News @ 6p 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: 05/02/22 05/08/22 MT----- 2 \$500.00 0.00	CM	6-630p	MT-----	:30	2	\$500.00	P4	0.00	NM	2	\$1,000.00
N 19	WHTM	04/27/22	04/29/22	World News M-F World News 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: 04/25/22 05/01/22 --WTF-- 2 \$500.00 0.00	CM	630p-7p	--WTF--	:30	2	\$500.00	P4	0.00	NM	2	\$1,000.00
N 20	WHTM	05/02/22	05/03/22	World News M-F World News 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: 05/02/22 05/08/22 MT----- 1 \$500.00 0.00	CM	630p-7p	MT-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
N 21	WHTM	04/27/22	05/01/22	LN M-Su News @ 11p COMMENTS APPLY TO SUB LINES A THRU A ABC 27 Nightside <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/25/22 05/01/22 --WTFSS 3 \$300.00 0.00	CM	11p-1205x (11:00 PM-11:35 PM)	--WTFSS	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
N 22	WHTM	05/02/22	05/03/22	LN M-F News @ 11p COMMENTS APPLY TO SUB LINES A THRU A ABC 27 Nightside <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/02/22 05/08/22 MT----- 2 \$300.00 0.00	CM	11-1135p	MT-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
N 23	WHTM	04/27/22	04/29/22	Nightline Nightline COMMENTS APPLY TO SUB LINES A THRU A Nightline-ABC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/25/22 05/01/22 --WTF-- 3 \$75.00 0.00	CM	Nightline	--WTF--	:30	3	\$75.00	P4	0.00	NM	3	\$225.00
N 24	WHTM	05/02/22	05/03/22	Nightline Nightline COMMENTS APPLY TO SUB LINES A THRU A Nightline-ABC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/02/22 05/08/22 MT----- 2 \$75.00 0.00	CM	Nightline	MT-----	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
N 25	WHTM	05/01/22	05/01/22	This Week in PA This Week in PA COMMENTS APPLY TO SUB LINES A THRU A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/02/22 05/08/22 MT----- 2 \$75.00 0.00	CM	This Week in PA (10:00 AM-10:30 AM)	-----S	:30	1	\$100.00	P4	0.00	NM	1	\$100.00

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 Product Desc: McSwain for Gov  
 Estimate: 3437

Harrisburg WHTM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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: 04/25/22	05/01/22	-----S					1	\$100.00		0.00			
N26	WHTM	05/01/22	05/01/22	ABC27 News Sun 6a	CM	6a-7a	-----S	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		ABC27 News Sun 6a													
		COMMENTS APPLY TO SUB LINES A THRU A													
		Weekend Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S					1	\$100.00		0.00			
N27	WHTM	04/30/22	04/30/22	ABC27 News Sat 6a	CM	6a-7a	-----S-	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		ABC27 News Sat 6a													
		COMMENTS APPLY TO SUB LINES A THRU A													
		Weekend Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S-					1	\$100.00		0.00			
N28	WHTM	05/01/22	05/01/22	ABC 27 News @ 1130p GM		1130p-12x	-----S	:30	1	\$100.00	P4	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: 04/25/22	05/01/22	-----S-					1	\$100.00		0.00			
N29	WHTM	04/30/22	04/30/22	GMA Sa 9a	CM	GMA Sa 9a	-----S-	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		GMA Sa 9a													
		COMMENTS APPLY TO SUB LINES A THRU A													
		GMA-Saturday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S-					1	\$150.00		0.00			
N30	WHTM	04/30/22	04/30/22	GMA Sa 7a	CM	7a-8a	-----S-	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		GMA Sat 7a-8a													
		COMMENTS APPLY TO SUB LINES A THRU A													
		GMA-Saturday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S-					1	\$200.00		0.00			
N31	WHTM	05/01/22	05/01/22	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: 04/25/22	05/01/22	-----S					1	\$200.00		0.00			
N32	WHTM	04/30/22	04/30/22	World News Sa-Su	CM	630p-7p	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		World News WKND													
		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: 04/25/22	05/01/22	-----S-					1	\$300.00		0.00			
N33	WHTM	04/30/22	04/30/22	ABC27 News Sat 8a	CM	8a-9a	-----S-	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		ABC27 News Sat 8a													
		COMMENTS APPLY TO SUB LINES A THRU A													
		abc27 New Saturday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S-					1	\$200.00		0.00			
N34	WHTM	04/30/22	04/30/22	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: 04/25/22	05/01/22	-----S-					1	\$200.00		0.00			
N35	WHTM	05/01/22	05/01/22	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: 04/25/22	05/01/22	-----S					1	\$200.00		0.00			



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Advertiser: POL/Bill McSwain/Governor/PA/Rep  
 Product Desc: McSwain for Gov  
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Harrisburg WHTM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N36	WHTM	05/01/22	05/01/22	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: 04/25/22		05/01/22	-----S	1		\$200.00		0.00							
													Totals	70	\$17,925.00



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:

2/16/22



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 #:

342557

Station call letters:

WHTM

Date received:

2/3/22

Est. #:

3437

Station location:

ALLY

Flight dates:

4/25-5/8/22

Comments, if any: