

## ORDER



**Harrisburg WHTM**

Orders	Order / Rev:	3402544
	Alt Order #:	27671842
	Product Desc:	McSwain for Gov
	Estimate:	3435
	Flight Dates:	04/11/22 - 04/24/22
	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
03/28/22	04/24/22	25	\$7,500.00	\$6,375.00

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	25	\$7,500.00	\$6,375.00	0.00
Totals	25	\$7,500.00	\$6,375.00	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	04/13/22	04/15/22	GMA	CM	7-9a	--WTF--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
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:		04/11/22	04/17/22	--WTF--			3			\$300.00		0.00			
N 2	WHTM	04/18/22	04/19/22	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:		04/18/22	04/24/22	MT-----			2			\$300.00		0.00			
N 3	WHTM	04/13/22	04/15/22	M-F 6-7a	CM	6-7a	--WTF--	: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:		04/11/22	04/17/22	--WTF--			2			\$300.00		0.00			
N 4	WHTM	04/18/22	04/19/22	M-F 6-7a	CM	6-7a	MT-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
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>			

Order / Rev: 3402544  
 Alt Order #: 27671842  
 Flight Dates: 04/11/22 - 04/24/22

Advertiser: POL/Bill McSwain/Governor/PA/Rep  
 Product Desc: McSwain for Gov  
 Estimate: 3435

Harrisburg WHTM

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: 04/18/22		04/18/22	04/24/22	MT-----					1	\$300.00		0.00			
N 5	WHTM	04/13/22	04/15/22	M-F 12-1230p	CM	12-1230p	--WTF--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
ABC27 News at Noon															
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: 04/11/22		04/11/22	04/17/22	--WTF--					2	\$200.00		0.00			
N 6	WHTM	04/18/22	04/19/22	M-F 12-1230p	CM	12-1230p	MT-----	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
ABC27 News at Noon															
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: 04/18/22		04/18/22	04/24/22	MT-----					2	\$200.00		0.00			
N 7	WHTM	04/13/22	04/15/22	M-F News @ 6p	CM	6-630p	--WTF--	:30	3	\$500.00	P4	0.00	NM	3	\$1,500.00
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: 04/11/22		04/11/22	04/17/22	--WTF--					3	\$500.00		0.00			
N 8	WHTM	04/18/22	04/19/22	M-F News @ 6p	CM	6-630p	MT-----	:30	2	\$500.00	P4	0.00	NM	2	\$1,000.00
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: 04/18/22		04/18/22	04/24/22	MT-----					2	\$500.00		0.00			
N 9	WHTM	04/13/22	04/17/22	LN	CM	11p-1205x	--WTFSS	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
M-Su News @ 11p															
(11:00 PM-11:35 PM)															
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: 04/11/22		04/11/22	04/17/22	--WTFSS					2	\$300.00		0.00			
N 10	WHTM	04/18/22	04/19/22	LN M-F	CM	11-1135p	MT-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
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: 04/18/22		04/18/22	04/24/22	MT-----					1	\$300.00		0.00			
N 11	WHTM	04/17/22	04/17/22	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: 04/11/22		04/11/22	04/17/22	-----S					1	\$100.00		0.00			
N 12	WHTM	04/17/22	04/17/22	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: 04/11/22		04/11/22	04/17/22	-----S					1	\$200.00		0.00			
N 13	WHTM	04/16/22	04/16/22	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: 04/11/22		04/11/22	04/17/22	-----S-					1	\$200.00		0.00			
N 14	WHTM	04/17/22	04/17/22	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: 04/11/22		04/11/22	04/17/22	-----S					1	\$200.00		0.00			
N 15	WHTM	04/17/22	04/17/22		CM	6-630p	-----S	:30	1	\$200.00	P4	0.00	NM	1	\$200.00

**Harrisburg WHTM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su News @ 6p											
				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:		04/11/22	04/17/22	-----S		1		\$200.00		0.00					
													Totals	25	\$7,500.00





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:

*[Handwritten Signature]*  
**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 #:**

3402542

**Station call letters:**

WHTM

**Date received:**

2/3/22

**Est. #:**

3435

**Station location:**

ALLY

**Flight dates:**

4/11-4/24/22

**Comments, if any:**