

# New Order

**Agency:** Brabender Cox  
**Office:** Leesburg  
**Client:** 7 - David Vitter for Louisiana  
**Product:** 16 - Candidate 3rd Qtr Window Rates

**Station:** KLAX-TV  
**Order Type:** Normal  
**Cancel Date:**

**Flight Start:** 09/21/2015  
**Flight End:** 09/27/2015  
**Hiatus:**

**Piggyback Product:**

**Estimate:** 30 - Vitter Broadcast TV\_09 21 2015 **Received in ePort:** 9/17/2015 1:27:14 PM

**Primary Demo:** A35+

**Local/National:** Local

**Demo 2:**

**Rep Office:** KLAX-TV

**Demo 3:**

**AE:** John Matherne

**GRP:** 36.00

**Phone:**

**CPP:** \$69.51

**OrderID:** 4384254

**GIMP:** 0

**Status:** Pending Review

**CPM:** \$0.00

**Airtime Dollars:** \$2,502.50

**Interactive Dollars:** \$0.00

**Non-Airtime Dollars:** \$0.00

**Total Dollars:** \$2,502.50

**Total Spots:** 50

**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total				
						9/21	9/22	9/23	9/24	9/25	9/26	9/27	Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 4A-7A AMER-MORN-ABC<	RT	\$7.50	C	30	1	1	1	1	1	0	0	5	0.20	\$37.50		
2	MTuWThF 7A-9A GD MRN AMR-ABC	EM	\$35.00	C	30	1	1	1	1	1	0	0	5	1.50	\$23.33		
3	MTuWThF 1P-2P GENRL HOSPITAL	DT	\$15.00	C	30	1	0	1	0	1	0	0	3	0	\$0.00		
4	MTuWThF 2P-3P DR. OZ	DT	\$10.00	C	30	0	1	0	1	1	0	0	3	0.20	\$50.00		
5	MTuWThF 3P-4P QUEEN LATIFAH	DT	\$10.00	C	30	0	0	0	1	1	0	0	2	0.10	\$100.00		
6	MTuWThF 5:30P-6P ABC-WORLD NWS	EN	\$35.00	C	30	1	1	1	1	1	0	0	5	0.80	\$43.75		
7	MTuWThF 6P-6:30P ABC31 NWS @ 6	EN	\$75.00	C	30	1	1	1	1	1	0	0	5	1.00	\$75.00		
8	MTuWThF 6:30P-7P ENT TONIGHT 30	EN	\$30.00	C	30	1	0	1	1	0	0	0	3	1.90	\$15.79		
9	MTuWThF 10P-10:35P ABC31 NWS @10<	PT	\$75.00	C	30	1	1	1	1	1	0	0	5	0.50	\$150.00		
10	MTuWThF 10:35P-11:06P J KIMMEL!-ABC<	RT	\$35.00	C	30	1	1	0	0	1	0	0	3	0.20	\$175.00		
11	MTuWThF 11:06P-12:06P NIGHTLINE	RT	\$25.00	C	30	0	0	1	1	1	0	0	3	0.40	\$62.50		

## New Order (Page 2)

**Order ID:** 4384254  
**Estimate:** 30 - Vitter Broadcast TV 09 21 2015

Received in ePort: 9/17/2015 1:27:14 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total Spots	A35+			
						9/21	9/22	9/23	9/24	9/25	9/26	9/27		Rtg	CPP	Imp	CPM
12	Sa 7A-8A GD MRN-SAT-ABC	RT	\$25.00	C	30	0	0	0	0	0	1	0	1	0.70	\$35.71		
13	Sa 10P-11P FORNSC FILES-1	PT	\$15.00	C	30	0	0	0	0	0	1	0	1	0.20	\$75.00		
14	Su 7A-8A GD MRN-SUN-ABC	RT	\$25.00	C	30	0	0	0	0	0	0	1	1	0.50	\$50.00		
15	Su 5P-5:30P WORLD NEWS	EN	\$45.00	C	30	0	0	0	0	0	0	1	1	1.60	\$28.12		
16	Su 5:30P-6P OUT DA BAYOU	EN	\$40.00	C	30	0	0	0	0	0	0	1	1	0.20	\$200.00		
17	M 7P-9P DWTS	RT	\$350.00	C	30	1	0	0	0	0	0	0	1	3.40	\$102.94		
18	F 8P-9P SHARK TANK	PT	\$275.00	C	30	0	0	0	0	1	0	0	1	0.70	\$392.86		
19	Su 6P-7P AFHV	EN	\$225.00	C	30	0	0	0	0	0	0	1	1	0.40	\$562.50		
Total Spots:						9	7	8	9	11	2	4					
Total GRP:						9.5	4.4	6.3	6.6	5.6	0.9	2.7					
Cash\$ - Spots: \$2,502.50 - 50    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$2,502.50    Total GRP - CPP: 36.0 - \$69.51    Total GIMP(000) - CPM: 0 - \$0.00																	

## 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**

<b>Station and Location:</b>	<b>Date:</b> 9/21/2015
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I, BrabenderCox LLC  
 being/on behalf of: David Vitter  
 a legally qualified candidate of the Republican  
 political party for the office of: Governor  
 in the 2015 Primary  
 election to be held on: October 24th

do hereby request station time as follows:

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

<b>Attach proposed schedule with charges (if available):</b>
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I represent that the payment for the above described broadcast time has been furnished by:

**David Vitter for Louisiana**

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:

**William Vanderbrook**

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***

9/21/2015

Date



Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

Anna Volaw

Signature

ANNA VOLAW

Printed Name

Asst

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, BrabenderCox LLC

(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**

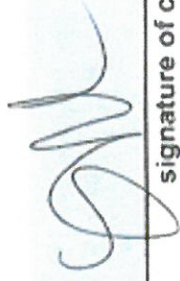
☐ **does not**

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

Liz Brabender Kundu

printed name

9/21/2015

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.**