

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: WSFX-TV	Date: 9/4/2014
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I, Screen Strategies Media,

being/on behalf of: Kay Hagan,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>See attached</i>			

Attach proposed schedule with charges (if available): \$1,154.30

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

Hagan for U.S. Senate Inc

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:

Dwight Davidson

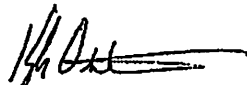
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

9/4/2014

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

CONNIE PETWAY
Printed Name

NSA
Title

ORDER

WSFX

Orders	Order / Rev:	1184517	
	Alt Order #:		
	Product Desc:	Hagan for Senate 9/9-9/15	
	Estimate:	813	
	Flight Dates:	09/09/14 - 09/15/14	Primary AE: House WSFX
	Original Date / Rev:	09/04/14 / 09/04/14	Sales Office: WSFX
	Order Type:	Political	Sales Region: Local

Agency	Name:	Screen Strategies Media	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		15409 Whitechapel Court	Billing Cycle: EOM/EOC
		Centreville, VA 20120	Agency Commission: 15%

Advertiser	Name:	POL/Hagan, Kay/D/United States Sena	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL820	Order Separation: 00:15:00
	Priority:	P 3	Advertiser External ID:
	Revenue Codes:	Agency, Political, Pol-Candidate	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/15/14	12	\$1,358.00	\$1,154.30

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	12	\$1,358.00	\$1,154.30	0.00
Totals	12	\$1,358.00	\$1,154.30	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WSFX			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	WSFX	09/15/14	09/15/14	SYN Wendy Williams Syn 3-4pm	Comm	3-4pm	M-----	:30	1	\$8.00	P 3	0.00	NM	1	\$8.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/14	09/21/14	M-----					1	\$8.00		0.00			
N 2	WSFX	09/09/14	09/09/14	SYN 7-7:30pm M-F Modern Family	Comm	7-7:30pm M-F	-T-----	:30	1	\$50.00	P 3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	-T-----					1	\$50.00		0.00			
N 3	WSFX	09/09/14	09/09/14	Tue Hour 2 Tue Hour 2	Comm	9-10p	-T-----	:30	1	\$150.00	P 4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	-T-----					1	\$150.00		0.00			
N 4	WSFX	09/10/14	09/10/14	Wed Hour 1 Wed Hour 1	Comm	8-9p	--W----	:30	1	\$150.00	P 4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	--W----					1	\$150.00		0.00			
N 5	WSFX	09/11/14	09/11/14	Thu Hour 1 Thu Hour 1	Comm	8-9p	---T---	:30	1	\$150.00	P 4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	---T---					1	\$150.00		0.00			
N 6	WSFX	09/12/14	09/12/14	Fri Hour 2 Fri Hour 2	Comm	9-10p	----F--	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/08/14	09/14/14	----F--					1	\$150.00		0.00			

Order / Rev: 1184517
Alt Order #:
Flight Dates: 09/09/14 - 09/15/14

Advertiser: POL/Hagan, Kay/D/United States Senate
Product Desc: Hagan for Senate 9/9-9/15
Estimate: 813
WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WSFX	09/09/14	09/15/14	News @ 10-11pm (M-F)Comm News @ 10-11pm (M-F)		10-11pm	MTWTF--	:30	4	\$125.00	P 4	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-TWTF--		4				\$125.00		0.00			
		Week: 09/15/14	09/21/14	M-----		1				\$125.00		0.00			
N 8	WSFX	09/14/14	09/14/14	Late Run News @ 10pmComm Late News @10pm SU		1030p-1am	-----S	:30	1	\$75.00	P 4	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----S		1				\$75.00		0.00			
Totals														12	\$1,358.00