

ORDER

Orders

Order / Rev: 369723

Alt Order #: 08351260

Product Desc: BOUSTANY 4 SENATE

Estimate: 7621

Flight Dates: 10/11/16 - 10/17/16

Original Date / Rev: 08/18/16 / 08/18/16

Order Type: GENERAL



WGNO-TV

Teresa DiFuria

NPHL

National

Agency

Name:

National Media Research Planning & I

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Boustany/R/Sen/LA

Demographic:

A35+

Product Codes:

PL2,j ii

Priority:

04

Revenue Codes:

Agency, Political, Political-Non-PAC

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	19	\$3,885.00	\$3,302.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	19	\$3,885.00	\$3,302.25	0.00
Totals	19	\$3,885.00	\$3,302.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa DiFuria				100%

Teresa DiFuria

Start Of Order - End Of Order

Order Share

WGNO-TV	Share	Total
	9%	\$3,885.00

Market

100% \$43,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KGLA	0%	\$0.00
UNKWN	0%	\$0.00
WDSU	21%	\$9,065.00
WHNO	0%	\$0.00

WLAE	0%	\$0.00
WNOL	0%	\$0.00
WXPX	0%	\$0.00
WUPX	0%	\$0.00
WVUE	44%	\$18,993.33
WWL	26%	\$11,223.33
WVES	0%	\$0.00

Order / Rev:	369723	Advertiser:	Boustany/R/Sen/LA
Alt Order #:	08351260	Product Desc:	BOUSTANY 4 SENATE
Flight Dates:	10/11/16 - 10/17/16	Estimate:	7621
			WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	26	10/14/16	10/14/16	M-F 11a-1130a WGNO News @ 11a	CM	11:00 AM-11:30 AM	----1--	:30	1	\$100.0004	0.00	NM		1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/10/16	10/16/16	----1--	1	\$100.00	0.00								
E 2	26	10/14/16	10/14/16	M-F 6p-630p News With A Twist 6p	CM	6:00 PM-6:30 PM	----1--	:30	1	\$100.0004	0.00	NM		1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/10/16	10/16/16	----1--	1	\$100.00	0.00								
E 3	26	10/14/16	10/14/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	----1--	:30	1	\$150.0004	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: 10/10/16	10/16/16	----1--	1	\$150.00	0.00								
E 4	26	10/14/16	10/14/16	Friday Prime Hour 1 Friday Prime Hour 1	CM	7:00 PM-8:00 PM	----1--	:30	1	\$625.0004	0.00	NM		1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/10/16	10/16/16	----1--	1	\$625.00	0.00								
E 5	26	10/17/16	10/17/16	M-F 1035p-1135p M-F 1035p-1135p	CM	10:35 PM-11:35 PM	-----	:30	1	\$75.0004	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: 10/17/16	10/23/16	-----	1	\$75.00	0.00								
E 6	26	10/17/16	10/17/16	M-F 6p-630p News With A Twist 6p	CM	6:00 PM-6:30 PM	-----	:30	1	\$100.0004	0.00	NM		1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/17/16	10/23/16	-----	1	\$100.00	0.00								
E 7	26	10/17/16	10/17/16	Monday Prime Hour 1 Monday Prime Hour 1	CM	7:00 PM-8:00 PM	-----	:30	1	\$1,260.0004	0.00	NM		1	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/17/16	10/23/16	-----	1	\$1,260.00	0.00								
E 8	26	10/17/16	10/17/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	-----	:30	1	\$95.0004	0.00	NM		1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/17/16	10/23/16	-----	1	\$95.00	0.00								
E 9	26	10/13/16	10/13/16	M-F 10p-1035p WGNO News @ 10p	CM	10:00 PM-10:35 PM	----1---	:30	1	\$155.0004	0.00	NM		1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/17/16	10/23/16	----1---	1	\$155.00	0.00								

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Advertiser: Boustany/R/Sen/LA
 Product Desc: BOUSTANY 4 SENATE
 Estimate: 7621
 WGNO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	26	10/13/16	10/13/16	M-F 10p-1035p WGNO News @ 10p	CM	10:00 PM-10:35 PM	----1----	:30	1	\$155.0004	0.00	NM		1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---		1				\$155.00		0.00			
E 10	26	10/13/16	10/13/16	M-F 1035p-1135p M-F 1035p-1135p	CM	10:35 PM-11:35 PM	----1----	:30	1	\$75.0004	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:		10/10/16	10/16/16	---1---		1				\$75.00		0.00			
E 11	26	10/13/16	10/13/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	----1----	:30	1	\$150.0004	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:		10/10/16	10/16/16	---1---		1				\$150.00		0.00			
E 12	26	10/13/16	10/13/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	----1----	:30	1	\$95.0004	0.00	NM		1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---		1				\$95.00		0.00			
E 13	26	10/11/16	10/11/16	M-F 10p-1035p WGNO News @ 10p	CM	10:00 PM-10:35 PM	---1----	:30	1	\$155.0004	0.00	NM		1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-1-----		1				\$155.00		0.00			
E 14	26	10/11/16	10/11/16	M-F 6p-630p News With A Twist 6p	CM	6:00 PM-6:30 PM	-1-----	:30	1	\$100.0004	0.00	NM		1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-1-----		1				\$100.00		0.00			
E 15	26	10/11/16	10/11/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	-1-----	:30	1	\$150.0004	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:		10/10/16	10/16/16	-1-----		1				\$150.00		0.00			
E 16	26	10/11/16	10/11/16	M-F 7a-9a M-F 7a-9a	CM	7:00 AM-9:00 AM	-1-----	:30	1	\$95.0004	0.00	NM		1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-1-----		1				\$95.00		0.00			
E 17	26	10/12/16	10/12/16	M-F 10p-1035p WGNO News @ 10p	CM	10:00 PM-10:35 PM	---1----	:30	1	\$155.0004	0.00	NM		1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---		1				\$155.00		0.00			
E 18	26	10/12/16	10/12/16	M-F 11a-1130a WGNO News @ 11a	CM	11:00 AM-11:30 AM	---1----	:30	1	\$100.0004	0.00	NM		1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---		1				\$100.00		0.00			
E 19	26	10/12/16	10/12/16	M-F 630p-7p M-F 630p-7p	CM	6:30 PM-7:00 PM	---1----	:30	1	\$150.0004	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:		10/10/16	10/16/16	---1---		1				\$150.00		0.00			

Totals	19	\$3,885.00
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REP HEADLINE# 8351260
 *** ORIGINAL REV#0 ***

CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG18/16 16.46
 *** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			630P-700P PROGRAM : BIG BNG THEORY RA35+ : 2.4 CON COM1: BIG BNG THEORY	30		\$150.00	10/14	10/14	1		FRI	1
4			700P-800P PROGRAM : LAST STAND RA35+ : 2.1 CON COM1: LAST STAND	30		\$625.00	10/14	10/14	1		FRI	1
5			1035P-1135P PROGRAM : J KIMMEL!-ABC< RA35+ : 0.6 CON COM1: J KIMMEL!-ABC<	30		\$75.00	10/17	10/17	1		MON	1
6			600P-630P PROGRAM : NEWS-TWIST 6PM RA35+ : 1.0 CON COM1: NEWS-TWIST 6PM	30		\$100.00	10/17	10/17	1		MON	1
7			700P-800P PROGRAM : DANCNG-STR-ABC RA35+ : 5.0 CON COM1: DANCNG-STR-ABC	30		\$1,260.00	10/17	10/17	1		MON	1
8			700A-900A PROGRAM : GD MRN AMR-ABC RA35+ : 1.2 CON COM1: GD MRN AMR-ABC	30		\$95.00	10/17	10/17	1		MON	1
9			1000P-1035P PROGRAM : NEWS-TWIST 10P RA35+ : 1.2 CON COM1: NEWS-TWIST 10P	30		\$155.00	10/13	10/13	1		THU	1
10			1035P-1135P PROGRAM : J KIMMEL!-ABC< RA35+ : 0.6 CON COM1: J KIMMEL!-ABC<	30		\$75.00	10/13	10/13	1		THU	1

REP HEADLINE# 8351260
*** ORIGINAL REV#0 ***

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ORDER WORKSHEET HARRIS REPORT FROM REP

AUG18/16 16.46
*** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			630P-700P PROGRAM : BIG BNG THEORY RA35+ : 2.4 CON COM1: BIG BNG THEORY	30		\$150.00	10/13	10/13	1		THU	1
12			700A-900A PROGRAM : GD MRN AMR-ABC RA35+ : 1.2 CON COM1: GD MRN AMR-ABC	30		\$95.00	10/13	10/13	1		THU	1
13			1000P-1035P PROGRAM : NEWS-TWIST 10P RA35+ : 1.2 CON COM1: NEWS-TWIST 10P	30		\$155.00	10/11	10/11	1		TUE	1
14			600P-630P PROGRAM : NEWS-TWIST 6PM RA35+ : 1.0 CON COM1: NEWS-TWIST 6PM	30		\$100.00	10/11	10/11	1		TUE	1
15			630P-700P PROGRAM : BIG BNG THEORY RA35+ : 2.4 CON COM1: BIG BNG THEORY	30		\$150.00	10/11	10/11	1		TUE	1
16			700A-900A PROGRAM : GD MRN AMR-ABC RA35+ : 1.2 CON COM1: GD MRN AMR-ABC	30		\$95.00	10/11	10/11	1		TUE	1
17			1000P-1035P PROGRAM : NEWS-TWIST 10P RA35+ : 1.2 CON COM1: NEWS-TWIST 10P	30		\$155.00	10/12	10/12	1		WED	1
18			1100A-1130A PROGRAM : WGNO NEWS-11A RA35+ : 1.1 CON COM1: WGNO NEWS-11A	30		\$100.00	10/12	10/12	1		WED	1

REP HEADLINE# 8351260
 *** ORIGINAL REV#0 ***

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 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG18/16 16.46
 *** WGNO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

19			630P-700P	30		\$150.00	10/12	10/12	1		WED	1
----	--	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : BIG BNG THEORY
 RA35+ : 2.4
 CON COM1 : BIG BNG THEORY

OCT/16 \$3,885.00

CONTRACT TOTAL \$3,885.00
 TOTAL SPOTS 19

MARKET TOTALS \$43,166 WGNO 9%
 WWL 26% WVUE 44% WDSU 21% WNOL 0% WCCL 0% WUPL 0%
 CABL 0% WPXL 0%

SVC- NSI
 DEMOS- RA35+*

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:

WGNO - Nola

Date:

10/11/16

I, National Media Research, Planning, and Placement,

being/on behalf of: Boustany JR MD For Senate,

a legally qualified candidate of the US Senate

political party for the office of: Republican

in the General

election to be held on: November 8th, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

National Media Research, Planning, and Placement

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:

Alan Herbert

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

10/11 John Ferrell
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Linda Anderson NSM
Signature Printed Name 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, JONATHAN FERRELL
(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

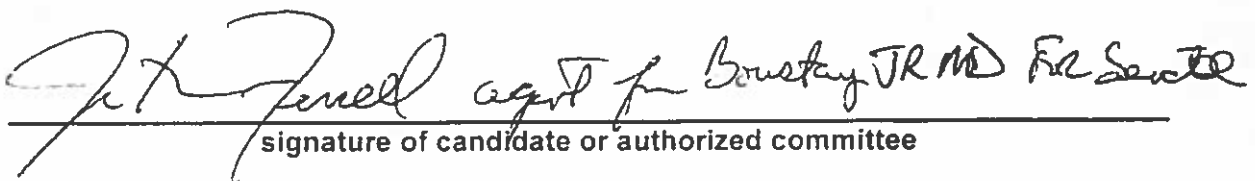
☒ does not

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

JONATHAN FERRELL

printed name

date