

ORDER

Orders
Order / Rev: 216021
Alt Order #: 25059754
Product Desc: Primary 2016
Estimate: 328
Flight Dates: 01/12/16 - 01/18/16
Original Date / Rev: 01/11/16 / 01/11/16
Order Type: GENERAL

WNCF

Primary AE: Bill Thomas
Sales Office: WAS-K
Sales Region: National

Agency
Name: SRH Media
Buying Contact:
Billing Contact:
 P O Box 367
 Spencerville, MD 20868

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McConnell for US Senate (R)
Demographic: A35+
Product Codes: PL1
Priority: P-04
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/28/15	01/18/16	18	\$1,075.00	\$913.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2016	18	\$1,075.00	\$913.75	0.00
Totals	18	\$1,075.00	\$913.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Thomas			Start Of Order - End Of Order	100%

Order Share	Share	Total
WNCF	11%	\$1,075.00
Market	100%	\$9,772.73

Competitive Share	Share	Total
ABMY	0%	\$0.00
CABLE	0%	\$0.00
KBPN	0%	\$0.00
UNKWN	0%	\$0.00
WAIQ	0%	\$0.00
WAKA	31%	\$3,029.55
WAXC	0%	\$0.00
WBMM	0%	\$0.00
WCOV	6%	\$586.36
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WRJM	0%	\$0.00
WSFA	52%	\$5,081.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNCF	01/18/16	01/18/16	M-F 2p-3p	CM	2p-3p	M-----	:30	1	\$25.00	P-05	0.00	NM	1	\$25.00
				M-F 2p-3p											

Steve Harvey

Order / Rev: 216021
 Alt Order #: 25059754
 Flight Dates: 01/12/16 - 01/18/16

Advertiser: McConnell for US Senate (R)
 Product Desc: Primary 2016
 Estimate: 328

WNCF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNCF	01/18/16	01/18/16	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M-----	:30	1	\$25.00	P-05	0.00	NM	1	\$25.00
Steve Harvey															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/18/16	01/24/16	M-----	1		\$25.00		0.00						
E 2	WNCF	01/12/16	01/12/16	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	-T-----	:30	1	\$65.00	P-04	0.00	NM	1	\$65.00
ABC32 News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/11/16	01/17/16	-T-----	1		\$65.00		0.00						
E 3	WNCF	01/13/16	01/13/16	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	--W----	:30	1	\$65.00	P-04	0.00	NM	1	\$65.00
ABC32 News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/11/16	01/17/16	--W----	1		\$65.00		0.00						
E 4	WNCF	01/14/16	01/14/16	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	---T---	:30	1	\$65.00	P-04	0.00	NM	1	\$65.00
ABC32 News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/11/16	01/17/16	---T---	1		\$65.00		0.00						
E 5	WNCF	01/15/16	01/15/16	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	----F--	:30	1	\$65.00	P-04	0.00	NM	1	\$65.00
ABC32 News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/11/16	01/17/16	----F--	1		\$65.00		0.00						
E 6	WNCF	01/18/16	01/18/16	M-F News 530p-6p M-F 530p-6p	CM	530p-6p	M-----	:30	1	\$65.00	P-04	0.00	NM	1	\$65.00
ABC32 News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/18/16	01/24/16	M-----	1		\$65.00		0.00						
E 7	WNCF	01/12/16	01/12/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-T-----	:30	1	\$90.00	P-04	0.00	NM	1	\$90.00
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:		01/11/16	01/17/16	-T-----	1		\$90.00		0.00						
E 8	WNCF	01/13/16	01/13/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	--W----	:30	1	\$90.00	P-04	0.00	NM	1	\$90.00
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:		01/11/16	01/17/16	--W----	1		\$90.00		0.00						
E 9	WNCF	01/14/16	01/14/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---T---	:30	1	\$90.00	P-04	0.00	NM	1	\$90.00
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:		01/11/16	01/17/16	---T---	1		\$90.00		0.00						
E 10	WNCF	01/15/16	01/15/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	----F--	:30	1	\$90.00	P-04	0.00	NM	1	\$90.00
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:		01/11/16	01/17/16	----F--	1		\$90.00		0.00						
E 11	WNCF	01/18/16	01/18/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p	M-----	:30	1	\$90.00	P-04	0.00	NM	1	\$90.00
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:		01/18/16	01/24/16	M-----	1		\$90.00		0.00						
E 12	WNCF	01/12/16	01/12/16	M-F NEWS 10p-1035p M-F 10p-1035p	CM	10p-1035p	-T-----	:30	1	\$35.00	P-04	0.00	NM	1	\$35.00
ABC32 News at 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		01/11/16	01/17/16	-T-----	1		\$35.00		0.00						
E 13	WNCF	01/13/16	01/13/16		CM	10p-1035p	--W----	:30	1	\$35.00	P-04	0.00	NM	1	\$35.00

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Advertiser: McConnell for US Senate (R)
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WNCF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F NEWS 10p-1035p												
				M-F 10p-1035p												
ABC32 News at 10p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 01/11/16		01/11/16	01/17/16	--W----					1	\$35.00		0.00				
E 14	WNCF	01/14/16	01/14/16	M-F NEWS 10p-1035p	CM	10p-1035p	---T---	:30	1	\$35.00	P-04	0.00	NM	1	\$35.00	
				M-F 10p-1035p												
ABC32 News at 10p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 01/11/16		01/11/16	01/17/16	---T---					1	\$35.00		0.00				
E 15	WNCF	01/15/16	01/15/16	M-F NEWS 10p-1035p	CM	10p-1035p	----F--	:30	1	\$35.00	P-04	0.00	NM	1	\$35.00	
				M-F 10p-1035p												
ABC32 News at 10p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 01/11/16		01/11/16	01/17/16	----F--					1	\$35.00		0.00				
E 16	WNCF	01/18/16	01/18/16	M-F NEWS 10p-1035p	CM	10p-1035p	M-----	:30	1	\$35.00	P-04	0.00	NM	1	\$35.00	
				M-F 10p-1035p												
ABC32 News at 10p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 01/18/16		01/18/16	01/24/16	M-----					1	\$35.00		0.00				
E 17	WNCF	01/12/16	01/12/16	M-F 2p-3p	CM	2p-3p	-T-----	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00	
				M-F 2p-3p												
Steve Harvey																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 01/11/16		01/11/16	01/17/16	-T-----					1	\$50.00		0.00				
E 18	WNCF	01/14/16	01/14/16	M-F 2p-3p	CM	2p-3p	---T---	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00	
				M-F 2p-3p												
Steve Harvey																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 01/11/16		01/11/16	01/17/16	---T---					1	\$50.00		0.00				
														Totals	18	\$1,075.00

216021

KATZ TELEVISION GROUP

Contract # 25059754	Changes as of: 1/11/2016 at 10:28 AM	Version: Highlighting Revision 1
CPE: 63/239/328	Flight: 1/12/16 - 1/18/16	Station: WNCN
Agency: SRH MEDIA INC	Advertiser: MCCONNELL, JONATHAN	Market: Montgomery
SRH MEDIA INC PO BOX 367 SPENCERVILLE MD 20868	Product: Primary 2016	Office: WASHINGTON
	Primary Demo: Adults 35+	Salesperson: BILL THOMAS
	Agency Order #: 4666143	Assistant: BILL THOMAS
	Buyer: Hazleton, Steve	Con Type: POLITICAL/VOTE
Comments: Separation: 30		Total \$: \$1,075.00
		Total Spots: 18
		Total CPP: \$0.00
		Total GRP: 0
		Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	1/12	1/13	1/14	1/15	1/16	1/17	1/18	Total Spots	Total \$	CPP	GRP
REV-1	Tu-F 12p-3p		Steve Harvey	\$25.00	0	30	1	1	1	1	0	0	1	1	\$25.00	\$0.00	0.0
2	Tu-F 5:30p-6p		ABC32 News at 530p	\$65.00	0	30	1	1	1	1	0	0	1	5	\$325.00	\$0.00	0.0
3	Tu-F 6p-6:30p		ABC World News	\$90.00	0	30	1	1	1	1	0	0	1	5	\$450.00	\$0.00	0.0
4	Tu-F 10p-10:35p		ABC32 News at 10p	\$35.00	0	30	1	1	1	1	0	0	1	5	\$175.00	\$0.00	0.0
REV+5	Tu-Th 2p-3p		Steve Harvey	\$50.00	0.0	30	0	1	0	1	0	0	0	2	\$100.00	\$0.00	0.0
TOTALS:							4	3	4	3	0	0	4	18	\$1,075.00	\$0.00	0.0

KATZ TELEVISION GROUP

Contract # 25059754		Changes as of: 1/11/2016 at 10:28 AM		Version: Highlighting Revision 1	
CPE: 63/239/328	Flight: 1/12/16 - 1/18/16	Station: WNCF	Total \$: \$1,075.00		
Agency: SRH MEDIA INC	Advertiser: MCCONNELL, JONATHAN	Market: Montgomery	Total Spots: 18		
SRH MEDIA INC PO BOX 367 SPENCERVILLE MD 20868	Product: Primary 2016	Office: WASHINGTON	Total CPP: \$0.00		
	Primary Demo: Adults 35+	Salesperson: BILL THOMAS	Total GRP: 0		
	Agency Order #: 4666143	Assistant: BILL THOMAS	Separation:		
	Buyer: Hazleton, Steve	Con Type: POLITICAL/VOTE			
Comments: Separation: 30					

Hit Listed Programs	
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Date/Time	Added by	Comment
01/11/16 10:28 AM	BILL THOMAS	Separation: 30
01/11/16 9:03 AM	BILL THOMAS	Separation: 30

Competitive Information	
Market Budget:	\$9,773
WNCF Share:	11%
Comment:	
WAKA:	31%
WCOV:	6%
WSFA:	52%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	18	\$1,075.00	N/A
Total	100%	18	\$1,075.00	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Jan	18	\$1,075.00
Total	18	\$1,075.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	1/11/16 10:28 AM	BILL THOMAS	Revised		2
New	1/11/16 9:03 AM	BILL THOMAS	Confirmed	20	
			\$ Chg	Contract \$	Comment
			\$0	\$1,075.00	Changes: Total Spots from 20 to 18. User Entered \$ from \$0.00 to \$1,075.00. Demo

Non-Discrimination Policy	
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KATZ TELEVISION GROUP

Contract # 25059754

Changes as of: 1/11/2016 at 9:03 AM

Version: Original Order

CPE: 63/239/328

Flight: 1/12/16 - 1/18/16

Station: WNCN

Total \$: \$1,075.00

Agency: SRH MEDIA INC

Advertiser: MCCONNELL, JONATHAN

Market: Montgomery

Total Spots: 20

SRH MEDIA INC PO
BOX 367
SPENCERVILLE MD
20868

Product: Primary 2016

Office: WASHINGTON

Total CPP: \$0.00

Primary Demo:

Salesperson: BILL THOMAS

Total GRP: 0

Agency Order #: 4666143

Assistant: BILL THOMAS

Buyer: Hazleton, Steve

Con Type: POLITICAL/VOTE

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	1/12	1/13	1/14	1/15	1/16	1/17	1/18	Total Spots	Total \$	CPP	GRP
1	Tu-F,M 12p-3p	5	Steve Harvey	\$25.00	30	1	1	1	1	0	0	1	5	\$125.00	\$0.00	0.0
2	Tu-F,M 5:30p-6p	4	ABC32 News at 530p	\$65.00	30	1	1	1	1	0	0	1	5	\$325.00	\$0.00	0.0
3	Tu-F,M 6p-6:30p	4	ABC World News	\$90.00	30	1	1	1	1	0	0	1	5	\$450.00	\$0.00	0.0
4	Tu-F,M 10p-10:35p	4	ABC32 News at 10p	\$35.00	30	1	1	1	1	0	0	1	5	\$175.00	\$0.00	0.0
TOTALS:						4	4	4	4	0	0	4	20	\$1,075.00	\$0.00	0.0

KATZ TELEVISION GROUP

Contract # 25059754

Changes as of: 1/11/2016 at 9:03 AM

Version: Original Order

CPE: 63/239/328

Flight: 1/12/16 - 1/18/16

Total \$: \$1,075.00

Agency: SRH MEDIA INC

Advertiser: MCCONNELL, JONATHAN

Station: WNCF

Total Spots: 20

SRH MEDIA INC PO
BOX 367
SPENCERVILLE MD
20868

Product: Primary 2016

Office: WASHINGTON

Total CPP: \$0.00

Primary Demo:

Salesperson: BILL THOMAS

Total GRP: 0

Agency Order #: 4666143

Assistant: BILL THOMAS

Separation:

Buyer: Hazleton, Steve

Con Type: POLITICAL/VOTE

Comments: Separation: 30

Hit Listed Programs

Order Level Comments

Date/Time Added by Comment
01/11/16 9:03 AM BILL THOMAS Separation: 30

Competitive Information

Market Budget: \$9,773
WNCF Share: 11%
Comment:
WAKA: 31%
WCOV: 6%
WSFA: 52%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	20	\$1,075.00	N/A
Total	100%	20	\$1,075.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Jan	20	\$1,075.00
Total	20	\$1,075.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	1/11/16 9:03 AM	BILL THOMAS	New	20		\$1,075.00	\$1,075.00	

Non-Discrimination Policy

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: WNCF Montg-Selma AL	Date: 1/11/14
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I, Friends of Jonathon McConnell,

being/on behalf of: Jonathon McConnell,

a legally qualified candidate of the republican

political party for the office of: US Senate

in the primary

election to be held on: March 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

see attached

[Signature]

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

Friends of Jonathon McConnell

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:

Emily York

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

12/9/15


Date



Signature

To Be Signed By Station Representative

☒ **Accepted**


Signature

☐ **Accepted in Part**

STEPHANIE PATTERSON
Printed Name

☐ **Rejected**

NSM
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, Friends of Jonathon McConnell

(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

Friends of Jonathon McConnell

printed name

12/9/15

date