

Approved
9/16/2016

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: WRAL-TV ; RALEIGH, NC	Date: 9/16/2016
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I, Mike Furman - authorized media buyer

being/on behalf of: Roy Cooper

a legally qualified candidate of the Democratic

political party for the office of: NC Governor

in the General Election

election to be held on: November 8, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$72,125 gross

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

Cooper For North Carolina

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:

Scott Falmer

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

9/4/16

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

MARIAN BELL
Printed Name

Sales MGR
Title

[Signature]
9/14/16

Director
9/16/2016

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
		As ordered See Attached			

Attach proposed schedule with charges (if available): \$72,125 gross

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.

CONTRACT



WRAL
 2619 Western Blvd.
 Raleigh, NC 27606
 (919)890-6000

<u>Contract / Revision</u> 163581 /		<u>Alt Order #</u> 08244626
<u>Product</u> COOPER 9/20		
<u>Contract Dates</u> 09/20/16 - 09/26/16		<u>Estimate #</u> 4709
<u>Advertiser</u> Roy Cooper for Governor		<u>Original Date / Revision</u> 05/09/16 / 09/15/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 297	<u>Product 1/2</u> 317
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Greer Margolis & Mitchell
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	09/20/16	09/26/16	Today Show III	10-11a		:30				NM	5	\$1,125.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	5			\$225.00					
N 2	WRAL	09/20/16	09/26/16	Tonight Show	11:35p-1237xm		:30				NM	5	\$1,500.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	5			\$300.00					
N 3	WRAL	09/20/16	09/26/16	WRAL Noon News	12-1p		:30				NM	5	\$750.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	5			\$150.00					
N 4	WRAL	09/20/16	09/26/16	Doctors	2p-3p		:30				NM	6	\$600.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	6			\$100.00					
N 5	WRAL	09/20/16	09/26/16	Dr. Phil	3-4p		:30				NM	5	\$625.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	5			\$125.00					
N 6	WRAL	09/20/16	09/26/16	WRAL 4p News	4-5p		:30				NM	5	\$625.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	5			\$125.00					
N 7	WRAL	09/20/16	09/26/16	WRAL 5a News	5a-530a		:30				NM	5	\$1,000.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/20/16	09/26/16	MTWTF--	5			\$200.00					
N 8	WRAL	09/20/16	09/26/16	WRAL 5p News	5-530p		:30				NM	5	\$2,125.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

(* Line Transactions: N = New, E = Edited, D = Deleted)

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In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



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Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u> 163581 /	<u>Alt Order #</u> 08244626
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<u>Contract Dates</u> 09/20/16 - 09/26/16	<u>Product</u> COOPER 9/20	<u>Estimate #</u> 4709
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<u>Advertiser</u> Roy Cooper for Governor	<u>Original Date / Revision</u> 05/09/16 / 09/15/16
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	WRAL	09/20/16	09/26/16	WRAL 530am News	530a-6a		:30				NM	5	\$1,500.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				5	\$425.00				
N 10	WRAL	09/20/16	09/26/16	WRAL 530p News	530-6p		:30				NM	5	\$2,000.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				5	\$300.00				
N 11	WRAL	09/20/16	09/26/16	WRAL 6p News	6p-6:30p		:30				NM	4	\$6,000.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				4	\$1,500.00				
N 12	WRAL	09/20/16	09/26/16	WRAL AM News 6-7a	6a-7a		:30				NM	5	\$2,250.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				5	\$450.00				
N 13	WRAL	09/20/16	09/26/16	Inside Edition	7-730p		:30				NM	4	\$3,600.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				4	\$900.00				
N 14	WRAL	09/20/16	09/26/16	Today Show	7-9a		:30				NM	10	\$5,500.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				10	\$550.00				
N 15	WRAL	09/20/16	09/26/16	Entertainment Tonight	730-8p		:30				NM	2	\$700.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				2	\$350.00				
N 16	WRAL	09/20/16	09/26/16	Today Show II	9a-10a		:30				NM	3	\$750.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTF--				3	\$250.00				
N 17	WRAL	09/23/16	09/23/16	Dateline Friday	10-11p		:30				NM	1	\$750.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$750.00				
N 18	WRAL	09/26/16	09/26/16	Monday Hr 3	10-11p		:30				NM	1	\$2,600.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	1-----				1	\$2,600.00				
N 19	WRAL	09/26/16	09/26/16	Voice Monday	8-10p		:30				NM	1	\$4,000.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	1-----				1	\$4,000.00				
D 20	WRAL	09/24/16	09/24/16	WRAL SAT 6pm News	6-630p		:30				NM	0	\$0.00
Q4 PLANNING RATES 2.29 CARD - CLASS 2													

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<u>Contract / Revision</u>	<u>Alt Order #</u>
163581 /	08244626

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/20/16 - 09/26/16	COOPER 9/20	4709

<u>Advertiser</u>	<u>Original Date / Revision</u>
Roy Cooper for Governor	05/09/16 / 09/15/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 21	WRAL	09/24/16	09/24/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$250.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$250.00				
N 22	WRAL	09/24/16	09/24/16	On The Record Sat 730p	730-8p		:30				NM	1	\$75.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$75.00				
D 23	WRAL	09/25/16	09/25/16	WRAL SUN 6p News	6p-630p		:30				NM	0	\$0.00
		Q4 PLANNING RATES 2.29 CARD - CLASS 2											
N 24	WRAL	09/25/16	09/25/16	WRAL News Sunday	7a-9a		:30				NM	1	\$150.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1				1	\$150.00				
D 25	WRAL	09/22/16	09/22/16	Thursday Hr 3	10-11p		:30				NM	0	\$0.00
		Q4 PLANNING RATES 2.29 CARD - CLASS 2											
N 26	WRAL	09/20/16	09/26/16	Late News	11-1135p		:30				NM	5	\$5,000.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/20/16	09/26/16	MTWTFSS				5	\$1,000.00				
N 27	WRAL	09/20/16	09/20/16	Voice Tuesday	8-9p		:30				NM	1	\$4,000.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-1-----				1	\$4,000.00				
N 28	WRAL	09/21/16	09/21/16	Wednesday Hr 2	9-10p		:30				NM	1	\$3,300.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	--1----				1	\$3,300.00				
N 29	WRAL	09/24/16	09/24/16	WRAL SAT 7-730p News	7p-730p		:30				NM	1	\$150.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$150.00				
N 30	WRAL	09/22/16	09/22/16	Thursday Hr 3	10-11p		:30				NM	1	\$3,200.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	---T---				1	\$3,200.00				
D 31	WRAL	09/20/16	09/20/16	Tuesday Hr 3	10-11p		:30				NM	0	\$0.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
D 32	WRAL	09/21/16	09/21/16	Wednesday Hr 1	8-9p		:30				NM	0	\$0.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
D 33	WRAL	09/21/16	09/21/16	Wednesday Hr 3	10-11p		:30				NM	0	\$0.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											
N 34	WRAL	09/22/16	09/22/16	Thursday Hr 1	8-9p		:30				NM	1	\$800.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	---T---				1	\$800.00				
N 35	WRAL	09/22/16	09/22/16	Thursday Hr 2	9-10p		:30				NM	1	\$3,200.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3											

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<u>Contract Dates</u> 09/20/16 - 09/26/16	<u>Product</u> COOPER 9/20	<u>Estimate #</u> 4709
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<u>Advertiser</u> Roy Cooper for Governor	<u>Original Date / Revision</u> 05/09/16 / 09/15/16
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	---T---				1	\$3,200.00				
N 36	WRAL	09/25/16	09/25/16	NFL Sunday - Internal	8p-11p		:30				NM	2	\$14,000.00
				Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 3									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----2				2	\$7,000.00				
Totals								0.00				98	\$72,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/25/16	78	\$57,625.00	(\$8,643.75)	\$48,981.25
09/26/16 - 09/26/16	20	\$14,500.00	(\$2,175.00)	\$12,325.00
Totals	98	\$72,125.00	(\$10,818.75)	\$61,306.25

Signature: _____ **Date:** _____

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