

Approved  
8/15/2016

## 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**

<b>Station and Location:</b> <span style="font-size: 1.2em;">WRAL-TV ; RALEIGH, NC</span>	<b>Date:</b> <span style="font-size: 1.2em;">8/15/2016</span>
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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: Governor  
 in the General  
 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):** \$9,400 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 Palmer

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**

8/12/16

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

MAURAN BELL  
Printed Name

Sales Mgr  
Title

Director  
8/15/2016

[Signature]  
8/15/16



## 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): **\$9,400 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> 166604 /		<u>Alt Order #</u> 08347385
<u>Product</u> COOPER 8/16		
<u>Contract Dates</u> 08/16/16 - 08/22/16		<u>Estimate #</u> 5192
<u>Advertiser</u> Roy Cooper for Governor		<u>Original Date / Revision</u> 08/15/16 / 08/15/16
<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>		
<u>Demographic</u> Adults 35+		
<u>Agency 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	08/22/16	08/22/16	Days of Our Lives	1p-2p		:30				NM	1	\$425.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/22/16	08/28/16	1-----				1	\$425.00				
N 2	WRAL	08/22/16	08/22/16	Tonight Show	11:35p-1237xm		:30				NM	1	\$450.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/22/16	08/28/16	1-----				1	\$450.00				
N 3	WRAL	08/22/16	08/22/16	Dr. Phil - 2nd Run	11a-12p		:30				NM	1	\$250.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/22/16	08/28/16	1-----				1	\$250.00				
N 4	WRAL	08/22/16	08/22/16	Late Night Seth Meyers	12:37 AM-1:37 AM		:30				NM	1	\$150.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/22/16	08/28/16	1-----				1	\$150.00				
N 5	WRAL	08/22/16	08/22/16	WRAL Noon News	12-1p		:30				NM	1	\$425.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/22/16	08/28/16	1-----				1	\$425.00				
N 6	WRAL	08/22/16	08/22/16	Doctors	2p-3p		:30				NM	1	\$200.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/22/16	08/28/16	1-----				1	\$200.00				
N 7	WRAL	08/16/16	08/22/16	WRAL 5a News	5a-530a		:30				NM	1	\$400.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/16/16	08/22/16	MTWTF--				1	\$400.00				
N 8	WRAL	08/22/16	08/22/16	WRAL 5p News	5-530p		:30				NM	1	\$1,000.00
		Q3 NON-WINDOW CANDIDATE CARD V8.1											
		<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)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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.





**WRAL**  
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**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u>	<u>Alt Order #</u>
166604 /	08347385

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/16/16 - 08/22/16	COOPER 8/16	5192

<u>Advertiser</u>	<u>Original Date / Revision</u>
Roy Cooper for Governor	08/15/16 / 08/15/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$1,000.00				
N 9	WRAL	08/16/16	08/22/16	WRAL 530a News	530a-6a		:30				NM	1	\$600.00
Q3 NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/16/16	08/22/16	MTWTF--				1	\$600.00				
N 10	WRAL	08/22/16	08/22/16	WRAL 530p News	530-6p		:30				NM	1	\$1,000.00
Q3 NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$1,000.00				
N 11	WRAL	08/22/16	08/22/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$1,500.00
Q3 NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$1,500.00				
N 12	WRAL	08/16/16	08/22/16	Inside Edition	7-730p		:30				NM	2	\$1,800.00
Q3 NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/16/16	08/22/16	MTWTF--				2	\$900.00				
N 13	WRAL	08/22/16	08/22/16	Late News	11-1135p		:30				NM	1	\$1,200.00
Q3 NON-WINDOW CANDIDATE CARD V8.1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$1,200.00				
Totals								0.00				14	\$9,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 -08/22/16	14	\$9,400.00	(\$1,410.00)	\$7,990.00
<b>Totals</b>	<b>14</b>	<b>\$9,400.00</b>	<b>(\$1,410.00)</b>	<b>\$7,990.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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