

## 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> WECT-TV	<b>Date:</b> 10/22/2014
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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

**Attach proposed schedule with charges (if available):** \$6,727.75

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

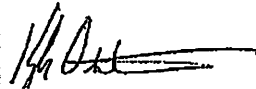
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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***

10/22/2014

**Date**



**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



**Signature**

MARK MENDENHALL

**Printed Name**

GSM

**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, Hagan for U.S. Senate Inc

(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**

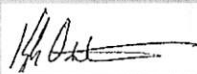
refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

Thom Tillis

☐ 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**

Kyle Osterhout

**printed name**

10/20/2014

**date**

**ORDER**

<b>Orders</b>	<b>Order / Rev:</b>	<b>1210920</b>	
	<b>Alt Order #:</b>		
	<b>Product Desc:</b>	<b>10/28 - 11/4</b>	
	<b>Estimate:</b>		<b>WECT</b>
	<b>Flight Dates:</b>	<b>10/28/14 - 11/04/14</b>	<b>Primary AE:</b> <b>House WECT</b>
	<b>Original Date / Rev:</b>	<b>10/23/14 / 10/23/14</b>	<b>Sales Office:</b> <b>WECT</b>
	<b>Order Type:</b>	<b>Political</b>	<b>Sales Region:</b> <b>Local</b>
<b>Agency</b>	<b>Name:</b>	<b>Screen Strategies Media</b>	
	<b>Buying Contact:</b>	<b>Sandra Malone</b>	<b>Billing Type:</b> <b>Cash</b>
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> <b>Broadcast</b>
		<b>15409 Whitechapel Court</b>	<b>Billing Cycle:</b> <b>EOM/EOC</b>
		<b>Centreville, VA 20120</b>	<b>Agency Commission:</b> <b>15%</b>
<b>Advertiser</b>	<b>Name:</b>	<b>POL/Hagan, Kay/D/United States Sena</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>New Business Thru:</b>
	<b>Product Codes:</b>	<b>PL820</b>	<b>Order Separation:</b> <b>00:15:00</b>
	<b>Priority:</b>	<b>P 1</b>	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	<b>Agency, Political, Pol-Candidate</b>	<b>Agency External ID:</b>

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/27/14	11/04/14	27	\$7,945.00	\$6,753.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	27	\$7,945.00	\$6,753.25	0.00
<b>Totals</b>	<b>27</b>	<b>\$7,945.00</b>	<b>\$6,753.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WECT			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	WECT	10/28/14	11/04/14	Carolina In The AM 5A	Comm	5-6a	MTWTF--	:30	0	\$215.00	P 1	0.00	NM	6	\$1,290.00
				Carolina in AM 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-TWTF--		4				\$215.00		0.00			
		Week: 11/03/14	11/09/14	MT-----		2				\$215.00		0.00			
N 2	WECT	10/28/14	11/04/14	Carolina In The AM 6A	Comm	6-7a	MTWTF--	:30	0	\$390.00	P 1	0.00	NM	6	\$2,340.00
				Carolina In The Am 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-TWTF--		4				\$390.00		0.00			
		Week: 11/03/14	11/09/14	MT-----		2				\$390.00		0.00			
N 3	WECT	10/28/14	11/04/14	NET NBC Today Show	Comm	7-9a	MTWTF--	:30	0	\$370.00	P 1	0.00	NM	7	\$2,590.00
				NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-TWTF--		4				\$370.00		0.00			
		Week: 11/03/14	11/09/14	MT-----		3				\$370.00		0.00			
N 4	WECT	10/28/14	11/04/14	SYN 11a-12p M-F	Comm	11a-12p	MT--F--	:30	0	\$60.00	P 6	0.00	NM	3	\$180.00
				Live w/Kelly & Michael											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-T--F--		2				\$60.00		0.00			
		Week: 11/03/14	11/09/14	MT-----		1				\$60.00		0.00			
N 5	WECT	11/04/14	11/04/14	News at Noon	Comm	12-1230p	-T-----	:30	0	\$230.00	P 1	0.00	NM	1	\$230.00
				News 6 at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	-T-----		1				\$230.00		0.00			

Order / Rev: 1210920  
 Alt Order #:  
 Flight Dates: 10/28/14 - 11/04/14

Advertiser: POL/Hagan, Kay/D/United States Senate  
 Product Desc: 10/28 - 11/4  
 Estimate:

WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WECT	10/28/14	10/28/14	NET Days of Our Lives	Comm	1-2p	-T-----	:30	0	\$115.00	P 4	0.00	NM	1	\$115.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-T-----					1	\$115.00		0.00			
N 7	WECT	10/28/14	10/28/14	NET Tuesday Hour 3	Comm	10-11p	-T-----	:30	1	\$625.00	P 1	0.00	NM	1	\$625.00
Tues Prime Hour 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-T-----					1	\$625.00		0.00			
N 8	WECT	10/29/14	10/29/14	NET Wednesday Hour 3	Comm	10-11p	--W----	:30	1	\$425.00	P 1	0.00	NM	1	\$425.00
Wed Prime Hour 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	--W----					1	\$425.00		0.00			
N 9	WECT	10/30/14	10/30/14	NET Thursday Hour 2	Comm	9-10p	---T---	:30	1	\$150.00	P 6	0.00	NM	1	\$150.00
Thur Prime Hour 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	---T---					1	\$150.00		0.00			
													Totals	27	\$7,945.00