

ORDER



Orders
Order / Rev: 529272
Alt Order #:
Product Desc: Partnership for Safe Medicines
Estimate: 11062
Flight Dates: 04/22/19 - 04/26/19
Original Date / Rev: 04/19/19 / 04/19/19
Order Type: GENERAL

WSBS
Primary AE: Francisco Framil
Sales Office: MNAT
Sales Region: National

Agency
Name: National Media Research Planning & I
Buying Contact: Tracey Robinson
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Partnership for Safe Medicines
Demographic: A55+
Product Codes: PL2 - Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/22/19	04/28/19	10	\$9,400.00	\$7,990.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2019	10	\$9,400.00	\$7,990.00	0.00
Totals	10	\$9,400.00	\$7,990.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Francisco Framil	MNAT	National	Start Of Order - End Of Order	100%

Handwritten signature and date: 04/19/19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	22	04/22/19	04/26/19	8P-9P Ahora con Oscar HAza	CM	8P-9P	-T-----	:30	1	\$900.00	VIP	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/19	04/28/19	-T-----		1				\$900.00		0.00			
N 2	22	04/22/19	04/26/19	9P-10P M-F 9P-10P M-F BAYLY	CM	1-2 bks. 9P-10P	M-WTF--	:30	4	\$1,100.00	VIP	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/19	04/28/19	M-WTF--		4				\$1,100.00		0.00			
N 3	22	04/22/19	04/26/19	10-1030P 10-10:30p BAYLY 2	CM	10-10:30p	M-W-F--	:30	3	\$800.00	VIP	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/19	04/28/19	M-W-F--		3				\$800.00		0.00			
N 4	22	04/22/19	04/26/19	1030P-11P 1030P-11P MEGA NEWS	CM	1030P-11P	-T-T---	:30	2	\$850.00	VIP	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/19	04/28/19	-T-T---		2				\$850.00		0.00			

Totals 10 \$9,400.00

New Order

Agency: National Media Research Planning & Placement, LLC.

Station: WSBS-TV

Flight Start: 04/22/2019

Office: Alexandria

Flight End: 04/26/2019

Order Type: Normal

Client: 704 - Partnership for Safe Medicines
 Product: 1336 - 2019

Hiatus:

Airtime Dollars: \$9,400.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$9,400.00
 Total Spots: 10

Received in ePort: 4/19/2019 12:41:50 PM

Estimate: 11062 - Spanish TV Apr 23 - 26

Primary Demo: A55+
 Demo 2:
 Demo 3:
 GRP: 24.81
 CPP: \$378.88
 GIMP: 0
 CPM: \$0.00

Local/National: Local
 Rep Office: WSBS-TV
 AE: Francisco Framil
 Phone: 8467860
 OrderID:
 Status: Confirm in Progress

Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	CT	Len	4/22	4/23	4/24	4/25	4/26	Total Spots	RTG	CPP	Imp	CPM
1	MTuWThF 8P-9P AHORA-O HAZA	PT	\$900.00	C	30	0	1	0	0	0	1	1.96	\$459.18		
2	MTuWThF 9P-10P BAYLY	PT	\$1,100.00	C	30	1	0	1	1	1	4	3.03	\$363.04		
3	MTuWThF 10P-10:30P BAYLY 2	PT	\$800.00	C	30	1	0	1	0	1	3	2.19	\$365.30		
4	MTuWThF 10:30P-11P MEGA NEWS	PT	\$850.00	C	30	0	1	0	1	0	2	2.08	\$408.65		
<p>Total Spots: 2 2 2 2 2 2</p> <p>Total Cost: 5.2 4.0 5.2 5.1 5.2</p>															

Cash \$ - Spots: \$9,400.00 - 10 Trades \$ - Spots: \$0.00 - 0 Total GRP - CPP: 24.8 - \$378.88 Total Cost: \$9,400.00 Total GIMP(000) - CPM: 0 - \$0.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, National Media Research, Planning, and Placement
do hereby request station time concerning the following issue:

Partnership for Safe Medicines

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	See Schedule

This broadcast time will be used by: Partnership for Safe Medicines

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
 Yes No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Partnership for Safe Medicines
315 Montgomery St. Suite 900
San Francisco, CA

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Shabbir Imber Safder - Treasurer

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

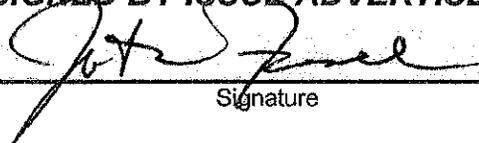
List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

_____  _____
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted **Accepted in Part** **Rejected**
 _____ *FRANCISSA FRANKL* _____ *NSM*
Signature Printed Name Title

National Media Research, Planning, and Placement

815 Slaters Lane, Alexandria, VA 22314
Phone: 703-683-4877 Fax: 703-683-6692

TRAFFIC INSTRUCTIONS Miami Spanish ONLY

TO: TRAFFIC MANAGER
FROM: Lucy Olliff
DATE: April 18, 2019
RE: **Partnership for Safe Medicines**

You will receive the following spot :30s from Extreme Reach entitled 'Dangerous Idea – Miami - SPN' PSMTVMI0424H

EFFECTIVE Monday April 22, 2019, please run the following:

'Dangerous Idea – Miami SPN' PSMTVMI0424H 100%

THESE INSTRUCTIONS ARE EFFECTIVE UNTIL FURTHER NOTICE

Please sign, scan, and email confirmation of receipt to lucyo@natmedia.com

USBS STATION

Miami MARKET

A.F. INITIALS

Please call 703-683-4877 with questions or problems.