

## ORDER



WSFX

<b>Orders</b>	<b>Order / Rev:</b>	<b>1597263</b>		
	<b>Alt Order #:</b>	<b>08410192</b>		
	<b>Product Desc:</b>	<b>NRA-ILA</b>		
	<b>Estimate:</b>	<b>8111</b>		
	<b>Flight Dates:</b>	<b>10/13/16 - 10/19/16</b>	<b>Primary AE:</b>	<b>Matthew Wurm</b>
	<b>Original Date / Rev:</b>	<b>10/05/16 / 10/05/16</b>	<b>Sales Office:</b>	<b>H-DC</b>
	<b>Order Type:</b>	<b>Political</b>	<b>Sales Region:</b>	<b>National</b>

<b>Agency</b>	<b>Name:</b>	<b>Red Eagle Media Group</b>		
	<b>Buying Contact:</b>		<b>Billing Type:</b>	<b>Cash</b>
	<b>Billing Contact:</b>		<b>Billing Calendar:</b>	<b>Broadcast</b>
		<b>815 Slaters Lane</b>	<b>Billing Cycle:</b>	<b>EOM/EOC</b>
		<b>Alexandria, VA 22314</b>	<b>Agency Commission:</b>	<b>15%</b>

<b>Advertiser</b>	<b>Name:</b>	<b>ISS/NRA-ILA</b>	<b>New Business Thru:</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>Order Separation:</b>	<b>00:15:00</b>
	<b>Product Codes:</b>	<b>PL20</b>	<b>Advertiser External ID:</b>	
	<b>Priority:</b>	<b>P 2</b>	<b>Agency External ID:</b>	
	<b>Revenue Codes:</b>	<b>Agency, Political, Pol-Issue</b>	<b>Unit Code:</b>	<b>General</b>

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/19/16	12	\$9,620.00	\$8,177.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	12	\$9,620.00	\$8,177.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$9,620.00</b>	<b>\$8,177.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Wurm			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
E 1	WSFX	10/14/16	10/14/16	News @ 10-11pm (M-F)	Comm	10-11pm	----1--	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	----1--		1				\$400.00		0.00			
E 2	WSFX	10/14/16	10/14/16	Carolina in the Morning	Comm	7-8a	----1--	:30	1	\$60.00	P 2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	----1--		1				\$60.00		0.00			
E 3	WSFX	10/15/16	10/15/16	College Football Game 1	Comm	3:30 PM-7:00 PM	-----3-	:30	3	\$200.00	P 2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----3-		3				\$200.00		0.00			
E 4	WSFX	10/16/16	10/16/16	NFL Local Market Game	Comm	Various	-----1	:30	1	\$5,000.00	P 2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$5,000.00		0.00			
E 5	WSFX	10/16/16	10/16/16	News @ 10pm Su	Comm	10-1037p	-----1	:30	1	\$300.00	P 2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$300.00		0.00			
E 6	WSFX	10/16/16	10/16/16	NFL on Fox Game 2	Comm	Various	-----1	:30	1	\$2,000.00	P 2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----1		1				\$2,000.00		0.00			

Order / Rev: 1597263  
 Alt Order #: 08410192  
 Flight Dates: 10/13/16 - 10/19/16

Advertiser: ISS/NRA-ILA  
 Product Desc: NRA-ILA  
 Estimate: 8111

WSFX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WSFX	10/13/16	10/13/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	---1---	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/10/16	10/16/16	---1---		1			\$400.00			0.00			
E 8	WSFX	10/18/16	10/18/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	-1-----	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----		1			\$400.00			0.00			
E 9	WSFX	10/18/16	10/18/16	Carolina in the Morning Carolina in the Morning	Comm	7-8a	-1-----	:30	1	\$60.00	P 2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----		1			\$60.00			0.00			
E 10	WSFX	10/19/16	10/19/16	News @ 10-11pm (M-F) News @ 10-11pm (M-F)	Comm	10-11pm	--1----	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/17/16	10/23/16	--1----		1			\$400.00			0.00			
													Totals	12	\$9,620.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WSFX      Wilms NC</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">9/29/16</span>
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I, Red Eagle Media Group

do hereby request station time concerning the following issue:

National Rifle Association for American - Institute for Legislative Action
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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: NRA-ILA

**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):

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):

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):

NATIONAL RIFLE ASSOCIATION OF AMERICAN INSTITUTE FOR LEGISLATIVE ACTION  
11250 WAPLES MILL ROAD,  
FAIRFAX, VA 22030

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):

TREASURER- Mary Rose Adkins

**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                      John Ferrell                      \_\_\_\_\_  
Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

Charlotte Cohen                      Charlotte Cohen                      GM  
Signature                      Printed Name                      Title

### AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

Attach proposed schedule with charges (if available):

### 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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.