

**ORDER**

**Orders**  
**Order / Rev:** 329593  
**Alt Order #:** 07429118  
**Product Desc:** PILlich ST TREASURER  
**Estimate:**  
**Flight Dates:** 10/09/14 - 10/13/14  
**Original Date / Rev:** 10/07/14 / 10/07/14  
**Order Type:** GENERAL

**Primary AE:** HRP HRP-Philadelphia  
**Sales Office:** TELPH  
**Sales Region:** NAT

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 100 N 20th St Ste 201  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Connie Pillich for Ohio Treasurer-Dem  
**Demographic:** A35+  
**Product Codes:** PL Local Candidate  
**Priority:** POL-3  
**Revenue Codes:** AGY, Political, Political Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/13/14	5	\$510.00	\$433.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	5	\$510.00	\$433.50	0.00
<b>Totals</b>	<b>5</b>	<b>\$510.00</b>	<b>\$433.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Philadelphia	HRPPH	NAT	Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WNWO	1%	\$510.00
Market	100%	\$51,000.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
ENWO	0%	\$0.00
TTWB	0%	\$0.00
UNKWN	0%	\$0.00
WGTE	0%	\$0.00
WLMB	0%	\$0.00
WTOL	57%	\$29,070.00
WTVG	39%	\$19,890.00
WUPW	3%	\$1,530.00

*Handwritten signature and date 10/7/14*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNWO	10/09/14	10/10/14	M-F 7a-9a Today Show	CM	7:00 AM-9:00 AM	---TF--	:30	2	\$120.00	POL-	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/06/14	10/12/14	---TF--			2		\$120.00		0.00				
E 2	WNWO	10/13/14	10/13/14	M-F 7a-9a Today Show	CM	7:00 AM-9:00 AM	1-----	:30	1	\$120.00	POL-	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/13/14	10/19/14	1-----			1		\$120.00		0.00				
E 3	WNWO	10/12/14	10/12/14		CM	11:00 PM-11:30 PM	-----1	:30	1	\$75.00	POL-	0.00	NM	1	\$75.00

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 Flight Dates: 10/09/14 - 10/13/14

Advertiser: Connie Pillich for Ohio Treasurer-Dem  
 Product Desc: PILlich ST TREASURER  
 Estimate: WNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Late News after Football															
Late News after Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/06/14		10/06/14	10/12/14	-----1		1				\$75.00		0.00			
E 4	WNWO	10/11/14	10/11/14	Sa-Su 11p Late News	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	POL-	0.00	NM	1	\$75.00
Sa-Su 11p-1130p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/06/14		10/06/14	10/12/14	-----1-		1				\$75.00		0.00			
													Totals	5	\$510.00

*Laura Stewart 10/7/14*

OCT6/14 15.30  
\*\*\* WNW0-TV \*\*\*

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	:	:	:	:	:
1		700A-900A	30	P3	\$120.00	10/9	10/10	2		TH-F	2
PROGRAM : TODAY SHOW											
2		700A-900A	30	P3	\$120.00	10/13	10/13	1		MON	1
PROGRAM : TODAY SHOW											
3		1100P-1130P	30	P3	\$75.00	10/12	10/12	1		SUN	1
PROGRAM : NEWS											
4		1100P-1130P	30	P3	\$75.00	10/11	10/11	1		SAT	1
PROGRAM : NEWS											

REP HEADLINE# 7429118  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT6/14 15.30  
 \*\*\* WNWO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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OCT/14			\$510.00									
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CONTRACT TOTAL	\$510.00
TOTAL SPOTS	5

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
 DEMOS- RA35+\*

REP HEADLINE# 7429118  
\*\*\* UNAPPROVED REV #1 \*\*\*  
REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT6/14 21.44  
\*\*\*CHANGES\*\*\* \*\* WINO-TV \*\*\*

ADV # ADV. NAME POLI/C PILLICH/D/TRE/OH REP. # OFF. # 75 SALESMAN #  
AGY # AGY. NAME SHORR JOHNSON MAGNUS BUYER NAME MICHAEL D'ETTORE

100 N. 20TH STREET SUITE 201 SALES PRSN PH- KRISTEN WASKIE  
PHILADELPHIA, PA 19103

ORDER # CONTRACT # 7429118 CLASS: NATL. LOCAL REGIONAL

PRDCT PILLICH ST TREASURER EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/14 OCT13/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT6/14 21.44

REP: SHARES ADDED

NEW PILLICH FOR ST TREASURER ORDER  
TOTAL \$510  
PLEASE CONFIRM THANKS  
JAMIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CONNIE PILLICH FOR STATE TREASURER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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NO BUYS TO PRINT

OCT/14						\$510.00						
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MARKET TOTALS \$51,000 WNWO 1% WUPW 3% WTVG 39% WTOL 57% CABL 0% WTOS 0% ENWO 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

CONTRACT TOTAL \$510.00  
TOTAL SPOTS 5

## 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:

WNWO-TV

Date:

9/24/14

I, Sherr Johnson Magnys,being/on behalf of: Cornie Pillich,a legally qualified candidate of the Democraticpolitical party for the office of: Treasurerin the General Electionelection to be held on: November 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
	- See Attached -	10/7-10/13			

Attach proposed schedule with charges (if available): \$433.50 Net



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

Friends of Connie Pillich

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:

Dan Ticotsky

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***

9/24/19

**Date**

[Signature]

**Signature**

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

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**