

# ORDER



**Orders**  
**Order / Rev:** 335323  
**Alt Order #:** 07459555  
**Product Desc:** DEWINE FOR AG  
**Estimate:** 724  
**Flight Dates:** 10/28/14 - 11/04/14  
**Original Date / Rev:** 10/27/14 / 10/27/14  
**Order Type:** GENERAL

**Primary AE:** TeleRep Philadelphia  
**Sales Office:** TELPH  
**Sales Region:** NAT

**Agency Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union St, Suite 200  
 Alexandria, VA 22314

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

**Advertiser Name:** Dewine for Attorney General-R  
**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
10/27/14	11/04/14	9	\$3,930.00	\$3,340.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	9	\$3,930.00	\$3,340.50	0.00
<b>Totals</b>	<b>9</b>	<b>\$3,930.00</b>	<b>\$3,340.50</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
WNWO	4%	\$3,930.00
Market	100%	\$98,250.00

**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	53%	\$52,072.50
WTVG	39%	\$38,317.50
WUPW	4%	\$3,930.00

*Laura Stewart 10-27-14*  
*[Signature] 10/27/14*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNWO	10/28/14	11/03/14	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	1:00	2	\$130.00	POL-	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/28/14	11/03/14	MTWTF--		2		\$130.00		0.00					
E 3	WNWO	10/28/14	11/03/14	M-F 6p-630p M-F 6p-630p	CM	6:00 PM-6:30 PM	MTWTF--	1:00	1	\$250.00	POL-	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/28/14	11/03/14	MTWTF--		1		\$250.00		0.00					
E 4	WNWO	10/28/14	11/03/14		CM	9:00 AM-10:00 AM	MTWTF--	1:00	2	\$130.00	POL-	0.00	NM	2	\$260.00

Order / Rev: 335323  
 Alt Order #: 07459555  
 Flight Dates: 10/28/14 - 11/04/14

Advertiser: Dewine for Attorney General-R  
 Product Desc: DEWINE FOR AG  
 Estimate: 724  
**WNWO**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9a-10a											
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/28/14	11/03/14	MTWTF--			2			\$130.00			0.00		
E 5	WNWO	11/03/14	11/03/14	Monday Prime C Mon 10p-11p	CM	Mon 10p-11p	1-----	1:00	1	\$1,600.00		POL-	0.00 NM	1	\$1,600.00
		<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	1-----			1			\$1,600.00			0.00		
E 6	WNWO	11/04/14	11/04/14	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	1-----	1:00	1	\$130.00		POL-	0.00 NM	1	\$130.00
		<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	-1-----			1			\$130.00			0.00		
E 7	WNWO	11/04/14	11/04/14	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	1-----	1:00	1	\$130.00		POL-	0.00 NM	1	\$130.00
		<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	-1-----			1			\$130.00			0.00		
E 8	WNWO	10/29/14	10/29/14	Wednesday Prime B Wed 9p-10p	CM	9p-10p	--1----	1:00	1	\$1,300.00		POL-	0.00 NM	1	\$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:		10/27/14	11/02/14	--1----			1			\$1,300.00			0.00		
													Totals	9	\$3,930.00

REP HEADLINE# 7459555  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT21/14 11.56  
 \*\*\* WNWO-TV \*\*\*

ADV # 1923 ADV. NAME POLI/M DEWINE/R/ATG/OH REP.# OFF.# 75 SALESMAN #  
 AGY # 1923 AGY. NAME SRCP MEDIA, INC. BUYER NAME AMANDA FIEDLER  
 201 N. UNION STREET, SUITE 200 SALES PRSN PH- KRISTEN WASKIE  
 ALEXANDRIA, VA 22314

ORDER # 335883 CONTRACT # 7459555 CLASS: NATL. LOCAL REGIONAL  
 PRDCT DEWINE FOR AG EST#724 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT28/14 - NOV4/14 WK-2  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT21/14 11.56

REP: NEW DEWINE FOR AG DARE ORDER  
 TOTAL \$4555  
 PLEASE CONFIRM THANKS  
 JAMIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 MIKE DEWINE FOR ATTORNEY GENERAL

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1000A-1100A	60		\$130.00	10/28	11/3	2		TU-F,M	2
AGENCY ADVERTISER CODE = 78 AGENCY PRODUCT CODE = 171 AGENCY EST# = 724												
PROGRAM : TODAY SHW3-NBC												
CON COM1 : TODAY SHW3-NBC												
2			500P-600P	60		\$125.00	10/28	11/3	5		TU-F,M	5
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
3			600P-630P	60		\$250.00	10/28	11/3	1		TU-F,M	1
PROGRAM : WNWO NEWS @ 6												
CON COM1 : WNWO NEWS @ 6												

REP HEADLINE# 7459555  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT21/14 11.56  
 \*\*\* WNW0-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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4			900A-1000A	60	P5	\$130.00	10/28	11/3	2		TU-F,M	2
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PROGRAM : TODAY SHW2-NBC												
CON COM1 : TODAY SHW2-NBC												

5			1000P-1100P	60	P5	\$1,600.00	11/3	11/3	1		MON	1
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PROGRAM : THE BLACKLIST												
CON COM1 : THE BLACKLIST												

6			1000A-1100A	60	P5	\$130.00	11/4	11/4	1		TUE	1
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PROGRAM : TODAY SHW3-NBC												
CON COM1 : TODAY SHW3-NBC												

7			900A-1000A	60	P5	\$130.00	11/4	11/4	1		TUE	1
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PROGRAM : TODAY SHW2-NBC												
CON COM1 : TODAY SHW2-NBC												

8			900P-1000P	60	P5	\$1,300.00	10/29	10/29	1		WED	1
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PROGRAM : LAW&ORDER SVU												
CON COM1 : LAW&ORDER SVU												

NOV/14 \$4,555.00 CONTRACT TOTAL \$4,555.00  
 TOTAL SPOTS 14

MARKET TOTALS \$113,875 WNW0 4% WUPW 4% WTVG 39% WTOL 53% CABL 0% WTOS 0% ENWO 0%

SVC- NSI  
 DEMOS- RA35+\*

## 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> WNWO	<b>Date:</b> 10/24/2014
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I, Betsy Vonderheid,

being/on behalf of: Mike DeWine,

a legally qualified candidate of the Republican

political party for the office of: Attorney General

in the General

election 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
		10/28-11/4 :60 seconds			

**Attach proposed schedule with charges (if available): \$4555**



## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Betsy Vonderheid

(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)

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.

*Betsy Vonderheid*

signature of candidate or authorized committee

Betsy Vonderheid

printed name

10/24/2014

date

### 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

**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 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.