

ORDER

Orders
Order / Rev: 14515
Alt Order #:
Product Desc: October 14-22
Estimate:
Flight Dates: 10/14/14 - 10/22/14
Original Date / Rev: 10/13/14 / 10/13/14
Order Type: GENERAL

WGNO-TV

Primary AE: Brandi Theard
Sales Office: LOCAL
Sales Region: Local

Agency
Name: Buisson Creative Strategy
Buying Contact:
Billing Contact:
 3330 N. Causeway Blvd
 Metairie, LA 70002

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

Advertiser
Name: Eric Skrmetta/Public Serv Commissio
Demographic: A25-54
Product Codes: PL2.m.ii
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru: 10/14/15
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	10/22/14	18	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	18	\$1,000.00	\$850.00	0.00
Totals	18	\$1,000.00	\$850.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brandi Theard			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	26	10/14/14	10/22/14	M-F 7a-9a M-F 7a-9a	CM	7a-9a	-----	:30	0	\$60.00	07	0.00	NM	14	\$840.00
		<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	-2222--		8				\$60.00		0.00			
		Week: 10/20/14	10/26/14	222----		6				\$60.00		0.00			
N 2	26	10/18/14	10/18/14	Sa 7a-8a Sa 7a-8a	CM	7a-8a	-----S-	:30	2	\$40.00	07	0.00	NM	2	\$80.00
		<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	-----S-		2				\$40.00		0.00			
N 3	26	10/19/14	10/19/14	Su 7a-8a Su 7a-8a	CM	7a-8a	-----S	:30	2	\$40.00	07	0.00	NM	2	\$80.00
		<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	-----S		2				\$40.00		0.00			
Totals														18	\$1,000.00

Station: WGNO - ABC

Agency: Buisson Creative Strategies; Jamie Giorgio - Buyer

Client: Eric Skrimetta for Public Service Commission District 1

Traffic: BC-ES-01-2014 "Champion" - 100%

Flight Dates: October 14 - 22

Total Order: \$1,000 - 18 spots

Program Name	Time	Level 2	Week of	October 13	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Spots	Total Cost
Early Morning			Mo-Fr 7:00a-9:00a		2		2	2	2			8	\$480.00
Weekend			Sat 7:00a-8:00a							2		2	\$80.00
Weekend			Sun 7:00a-8:00a								2	2	\$80.00

Program Name	Time	Level 2	Week of	October 20	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Spots	Total Cost
Early Morning			Mo-Fr 7:00a-9:00a		2		2	2				6	\$360.00
Weekend			Sat 7:00a-8:00a									0	\$0.00
Weekend			Sun 7:00a-8:00a									0	\$0.00

\$1,000

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: WGNO - New Orleans	Date: 10/13/14
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I, Jamie Giorgio,

being/on behalf of: Eric Skrmetta, a legally

qualified candidate of the Republican political

party for the office of: Public Service Commissioner

in the Primary

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
see attached					

Total Charges: see attached

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Buisson Creative Strategies

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:

Deborah Skrmetta

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

10/13/14

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Rocky DALLIE
Printed Name

CEO
Title