

FAX# 703-216-3680  
CREDIT RISK !!  
HARRIS REPORT FROM STATION NOV 22/15 09.19  
\*\*RECAP\*\* \*\*\* HDAMTV \*\*\*

WA RYAN ED DINS (H)

CLASS: NATL, LOCAL REGIONAL

100

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DATE NOV 12/15 09.13

HURST FOR MS ATTORNEY GENERAL

AGENCY ADVERTISER CODE = HUPST AGENCY EST# = C22C28  
AGENCY PRODUCT CODE = ORDR

4

42

REP HEADLINE# 7985207 TRF# 1395532  
 \$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

REP: TEL# 703-528-7397 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARPIS REPORT FROM STATION NOV12/15 09:19  
 \*\*\* HARM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
OCT/15			\$35.00 NOV/15			\$ .00						
												CONTRACT TOTAL
												\$35.00
												TOTAL SPOTS
												2

MARKET TOTALS \$6,493 HDAM 1% WHIT 22% WDAW 77% WRH 0% WHEW 0% CABL 0%  
 ACCURATE SHARES, WHIT ESTIMATED  
 SVC- NSI  
 DEMOS- RA35+\*

**ORDER**

**Orders**  
**Order / Rev:** 1395532  
**Alt Order #:** 07985207  
**Product Desc:** HURST FOR MS ATTORNE  
**Estimate:** C22C28  
**Flight Dates:** 10/22/15 - 10/28/15  
**Original Date / Rev:** 10/20/15 / 11/11/15  
**Order Type:** Political

**WDAM - ABC**

**Primary AE:** Ryan Eddins  
**Sales Office:** H-DC  
**Sales Region:** National

**Agency**  
**Name:** Smart Media Group, LLC  
**Buying Contact:**  
**Billing Contact:**  
 1427 Leslie Avenue  
 Alexandria, VA 22301

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

**Advertiser**  
**Name:** POL/Hurst, Mike/R/Attorney General/N  
**Demographic:** A35+  
**Product Codes:** PL30  
**Priority:** P15  
**Revenue Codes:** Agency, Political, Pol-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
09/28/15	10/25/15	2	\$35.00	\$29.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2015	2	\$35.00	\$29.75	0.0
<b>Totals</b>	<b>2</b>	<b>\$35.00</b>	<b>\$29.75</b>	<b>0.0</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ryan Eddins			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
1	WDAMa	10/24/15	10/24/15	NET GMA Saturday GMA Sat	Comm	7a-8a	-----1-	:30	1	\$20.00	P 2	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/19/15	10/25/15	-----1-		1				\$20.00		0.00			
2	WDAMa	10/25/15	10/25/15	SYN Su 1030-1130p SYN Su 1030-1130p	Comm	1030p-1130p	-----1	:30	1	\$15.00	P 2	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/19/15	10/25/15	-----1		1				\$15.00		0.00			
													Totals	2	\$35.00

## INVOICE



**WDAM ABC**  
 2362 Highway 11 North  
 Moselle, MS 39459  
 Main: (601) 544-4730  
 Billing: (601) 450-8334

Invoice #	Invoice Date	Invoice Month	Invoice Period
1395532-1	10/25/15	October 2015	09/28/15 - 10/25/15

Station	Account Executive	Sales Office	Sales Region
WDAMa/HDAM	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Hurst, Mike/R/Attorney	HURST FOR MS ATTORNE	C22C28

Billing Address:

**Smart Media Group, LLC**  
**Attention: Accounts Payable**  
**1427 Leslie Avenue**  
**Alexandria, VA 22301**

Send Payment To:

**WDAM ABC**  
**P.O. Box 11407**  
**Drawer #0563**  
**Birmingham, AL 35246-0563**

Flight Dates	Order #	Alt Order #
10/22/15 - 10/28/15	1395532	07985207

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Cash In Advance

IDB #	Advertiser Code	Product Code
9912891	HURST	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Type
1	10/24/15	10/24/15	GMA Sat	7a-8a	-----1-	:30	1	\$20.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/19/15 10/25/15 -----1- 1 \$20.00								
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDAM Sa 10/24/15 7:27 AM GMA Sat 7a-8a :30 MHTV1015H \$20.00 NM								
2	10/25/15	10/25/15	SYN Su 1030-1130p	1030p-1130p	-----1	:30	1	\$15.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/19/15 10/25/15 -----1 1 \$15.00								
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDAM Su 10/25/15 10:43 PM SYN Su 1030-1130p 1030p-1130p :30 MHTV1015H \$15.00 NM								
<b>Total Spots</b>							<b>2</b>	

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$35.00</b>
<u>Agency Commission</u>	<b>\$5.25</b>
<u>Net Amount Due</u>	<b>\$29.75</b>

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.