

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: <u>WECT WILMINGTON, NC</u>	Date: <u>6/28/2016</u>
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I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: PAT MCCRORY, a legally

qualified candidate of the REPUBLICAN political

party for the office of: NORTH CAROLINA GOVERNOR

in the GENERAL

election to be held on: NOVEMBER 8

do hereby request station time as follows:

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

Total Charges: \$ 15,657.00 NET

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:

PAT MCCRORY COMMITTEE

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:

JOHN MASSACHI, TREASURER. CASSIE MORRISON, ASSISTANT TREASURER

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

5/16/16

Date

[Signature]

Signature

To Be Signed By Station Representative



Accepted



Accepted in Part



Rejected

[Signature]

Signature

MARK MENDENHALL

Printed Name

General Sales Mgr

Title

ORDER

Orders	Order / Rev:	1529784	
	Alt Order #:	08259029	
	Product Desc:	MCCRORY FOR GOVERNOR	
	Estimate:	4507	WECT
	Flight Dates:	10/31/16 - 11/08/16	Primary AE: Mick Nesci
	Original Date / Rev:	06/01/16 / 10/28/16	Sales Office: H-DC
	Order Type:	Political	Sales Region: National

Agency	Name:	Strategic Media Placement (B)	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		7669 Stagers Loop	Billing Cycle: EOM/EOC
		Delaware, OH 43015	Agency Commission: 15%

Advertiser	Name:	POL/McCrory/R/Governor/North Caroli	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PL500	Advertiser External ID:	
	Priority:	P 6	Agency External ID:	
	Revenue Codes:	Agency, Political, Pol-Candidate	Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	53	\$18,420.00	\$15,657.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	53	\$18,420.00	\$15,657.00	0.00
Totals	53	\$18,420.00	\$15,657.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			Start Of Order - End Of Order	100%

Order Share	Share	Total
WECT	57%	\$18,420.00
Market	100%	\$32,315.79

Competitive Share	Share	Total
ABW	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WECTw	0%	\$0.00
WILM	23%	\$7,432.63
WSFX	6%	\$1,938.95
WSFXt	0%	\$0.00
WUNJ	0%	\$0.00
WUNU	0%	\$0.00
WWAY	14%	\$4,524.21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WECT	10/31/16	11/04/16	NET NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$410.00	P 1	0.00	NM	5	\$2,050.00
NBC Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	MTWTF--			5		\$410.00		0.00				
E 2	WECT	10/31/16	11/04/16	NBC Today Show II	Comm	9-10a	MTWTF--	:30	4	\$265.00	P 1	0.00	NM	4	\$1,060.00
NBC Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	MTWTF--			4		\$265.00		0.00				

Order / Rev: 1529784
 Alt Order #: 08259029
 Flight Dates: 10/31/16 - 11/08/16

Advertiser: POL/McCrory/R/Governor/North Carolina
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: 4507
 WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WECT	11/06/16	11/06/16	NET NBC Meet The Press Meet the Press 10-11am	Comm	10-11a eff.9/8/13	-----1	:30	1	\$75.00	P 6	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	-----1		1			\$75.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NECT	10/31/16-11/06/16	NET NBC Meet The Press			10-11a eff.9/8/13	-----Su	:30		(\$75.00)		0.00	NM		
	See MG 3.2,3.3,3.4,3.5 [No Avails]														
2	NECT	10/31/16-10/31/16	NET Monday Prime Other 1			Various	(8:00 PM-10:00 M	-----	:30	(\$1,100.00)		0.00	NM		
	Ⓜ Credited [CR-Client Request]														
3	NECT	10/31/16-10/31/16	NET Monday Hour 3			10-11p	M-----	:30	(\$500.00)		0.00	NM			
	Ⓜ Credited [CR-Credited As Instructed]														
4	NECT	11/01/16-11/01/16	NET Tuesday Hour 3			10-11p	-T-----	:30	(\$500.00)		0.00	NM			
	Ⓜ Credited [CR-Credited As Instructed]														
5	NECT	11/04/16-11/04/16	NET Friday Prime Other 1			Various	(9:00 PM-11:00 P	-----F----	:30	\$625.00		0.00	NM		
	Ⓜ MG for 10.4,10.1,10.2,10.3,3.1														
E 4	WECT	10/31/16	11/04/16	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	MTWTF--	:30	5	\$150.00	P 2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		5			\$150.00	0.00					
E 5	WECT	10/31/16	11/04/16	News at Noon News 6 at Noon	Comm	12-1230p	MTWTF--	:30	5	\$190.00	P 2	0.00	NM	5	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		5			\$190.00	0.00					
E 7	WECT	10/31/16	11/04/16	SYN 3-4p M-F Ellen DeGeneres Show, The	Comm	3-4p	MTWTF--	:30	1	\$105.00	P 4	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		1			\$105.00	0.00					
E 8	WECT	10/31/16	11/04/16	News at 530p M-F NEWS AT 530P	Comm	530-6P	MTWTF--	:30	1	\$395.00	P 1	0.00	NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		1			\$395.00	0.00					
E 10	WECT	10/31/16	11/04/16	NET NBC Nightly News NBC Ntly News 10/18-11/1	Comm	630-7p	MTWTF--	:30	4	\$600.00	P 6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		4			\$600.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NECT	10/31/16-11/06/16	NET NBC Nightly News			630-7p	MTWThF----	:30		(\$600.00)		0.00	NM		
	See MG 3.2,3.3,3.4,3.5 [No avails at purchased class of time]														
2	NECT	10/31/16-11/06/16	NET NBC Nightly News			630-7p	MTWThF----	:30		(\$600.00)		0.00	NM		
	See MG 3.2,3.3,3.4,3.5 [No avails at purchased class of time]														
3	NECT	10/31/16-11/06/16	NET NBC Nightly News			630-7p	MTWThF----	:30		(\$600.00)		0.00	NM		
	See MG 3.2,3.3,3.4,3.5 [No avails at purchased class of time]														
4	NECT	10/31/16-11/06/16	NET NBC Nightly News			630-7p	MTWThF----	:30		(\$600.00)		0.00	NM		
	See MG 3.2,3.3,3.4,3.5 [No avails at purchased class of time]														
E 11	WECT	10/31/16	11/04/16	SYN 7-730p M-F Wheel of Fortune (M-F)	Comm	7-730p	MTWTF--	:30	2	\$460.00	P 1	0.00	NM	2	\$920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		2			\$460.00	0.00					
E 13	WECT	10/31/16	11/04/16	LOC Late News M-F LN (M-F)	Comm	11-1135p	MTWTF--	:30	2	\$380.00	P 1	0.00	NM	2	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/31/16	11/06/16	MTWTF--		2			\$380.00	0.00					

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 Product Desc: MCCRARY FOR GOVERNOR
 Estimate: 4507
 WECT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	WECT	11/07/16	11/07/16	SYN 7-730p M-F Wheel of Fortune (M-F)	Comm	7-730p	1-----	:30	1	\$460.00	P 1	0.00	NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----		1			\$460.00		0.00				
E 34	WECT	11/07/16	11/07/16	LOC Late News M-F LN (M-F)	Comm	11-1135p	1-----	:30	1	\$380.00	P 1	0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----		1			\$380.00		0.00				
E 35	WECT	11/07/16	11/07/16	NET The Tonight Show The Tonight Show	Comm	1135p-1237a	1-----	:30	1	\$250.00	P 1	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:		11/07/16	11/13/16	1-----		1			\$250.00		0.00				
E 36	WECT	11/07/16	11/07/16	NBC Today Show III NBC Today Show III	Comm	10-11a	1-----	:30	1	\$235.00	P 1	0.00	NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----		1			\$235.00		0.00				
E 37	WECT	11/07/16	11/07/16	News at 5p M-F News at 5p	Comm	5-530p	1-----	:30	1	\$380.00	P 1	0.00	NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----		1			\$380.00		0.00				
E 38	WECT	11/05/16	11/05/16	NET NBC Sat Today Sh@mm NBC Sat Today (7-9a,8/18)	Comm	7-9a, 8/18/12-tfn	-----1-	:30	1	\$305.00	P 1	0.00	NM	1	\$305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1-		1			\$305.00		0.00				
E 39	WECT	10/31/16	11/04/16	News at 4p M-F (ef. 9/14) First at Four News	Comm	4-430p	MTWTF--	:30	1	\$165.00	P 2	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	MTWTF--		1			\$165.00		0.00				
E 40	WECT	11/07/16	11/07/16	News at 4p M-F (ef. 9/14) First at Four News	Comm	4-430p	1-----	:30	1	\$165.00	P 2	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----		1			\$165.00		0.00				
E 41	WECT	10/31/16	11/04/16	News at 6p M-F NEWS AT 6p	Comm	6-630p	MTWTF--	:30	3	\$675.00	P 1	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	MTWTF--		3			\$675.00		0.00				
E 42	WECT	11/07/16	11/07/16	News at 6p M-F NEWS AT 6p	Comm	6-630p	1-----	:30	1	\$675.00	P 1	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	1-----		1			\$675.00		0.00				
E 43	WECT	11/01/16	11/01/16	NET Tuesday Prime Other Tue Prime Other 1	Comm	Various (8:00 PM-10:00 PM)	-2-----	:30	2	\$500.00	P 6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	-2-----		2			\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NECT	10/31/16-11/06/16		NET Tuesday Prime Other 1	Various	(8:00 PM-10:00 PM)	-T-----	:30		(\$500.00)		0.00	NM		
See MG 43.3,43.4															
[Program Change - Voice will air from 8pm to 9pm (Hour 1)]															
2	NECT	10/31/16-11/06/16		NET Tuesday Prime Other 1	Various	(8:00 PM-10:00 PM)	-T-----	:30		(\$500.00)		0.00	NM		
See MG 43.3,43.4															
[Program Change - Voice will air from 8pm to 9pm (Hour 1)]															
3	NECT	11/01/16-11/01/16		NET Tuesday Hour 1	8-9p		-T-----	:30		(\$500.00)		0.00	NM		
Ⓜ Credited															
[CR-Credited As Instructed]															
4	NECT	11/01/16-11/01/16		NET Tuesday Hour 1	8-9p		-T-----	:30		(\$500.00)		0.00	NM		
Ⓜ Credited															
[CR-Credited As Instructed]															
													Totals	53	\$18,420.00