

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>10/14/10</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: \$8,402.25 NET

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

[Empty rectangular box for listing matters of national importance]

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

[Handwritten Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Handwritten Signature]
Signature

MARK MENDENHALL
Printed Name

General Sales Mgr
Title

ORDER



Orders
Order / Rev: 1529576
Alt Order #: 08259014
Product Desc: MCCRORY FOR GOVERNOR
Estimate: 4507
Flight Dates: 10/17/16 - 10/23/16
Original Date / Rev: 10/14/16 / 10/14/16
Order Type: Political

WECT
Primary AE: Mick Nesci
Sales Office: H-DC
Sales Region: National

Agency Name: Strategic Media Placement (B)
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

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

Advertiser Name: POL/McCroy/R/Governor/North Caroli
Demographic: A35+
Product Codes: PL500
Priority: P 6
Revenue Codes: Agency, Political, Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/23/16	35	\$9,885.00	\$8,402.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	35	\$9,885.00	\$8,402.25	0.00
Totals	35	\$9,885.00	\$8,402.25	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

Order Share	Share	Total
WECT	57%	\$9,885.00
Market	100%	\$17,342.11

Competitive Share

Competitive Share	Share	Total
ABW	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WECTw	0%	\$0.00
WILM	23%	\$3,988.68
WSFX	6%	\$1,040.53
WSFXt	0%	\$0.00
WUNJ	0%	\$0.00
WUNU	0%	\$0.00
WWAY	14%	\$2,427.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WECT	10/17/16	10/21/16	NET NBC Today Show	Comm	7-9a	MTWTF--	:30	4	\$310.00	P 2	0.00	NM	4	\$1,240.00
				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: 10/17/16	10/23/16	MTWTF--		4				\$310.00		0.00			
N 2	WECT	10/17/16	10/21/16	NBC Today Show II	Comm	9-10a	MTWTF--	:30	2	\$265.00	P 1	0.00	NM	2	\$530.00
				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: 10/17/16	10/23/16	MTWTF--		2				\$265.00		0.00			

Order / Rev: 1529576
 Alt Order #: 08259014
 Flight Dates: 10/17/16 - 10/23/16

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WECT	10/23/16	10/23/16	NET NBC Meet The Press Meet the Press 10-11am	Comm	10-11a	-----1	:30	1	\$255.00	P 1	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1		1				\$255.00		0.00			
4	WECT	10/17/16	10/21/16	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	MTWTF--	:30	3	\$75.00	P 6	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$75.00		0.00			
N 5	WECT	10/17/16	10/21/16	News at Noon News 6 at Noon	Comm	12-1230p	MTWTF--	:30	2	\$140.00	P 4	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$140.00		0.00			
N 6	WECT	10/17/16	10/21/16	NET Days of Our Lives Days of Our Lives	Comm	1-2p	MTWTF--	:30	2	\$255.00	P 1	0.00	NM	2	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$255.00		0.00			
N 8	WECT	10/17/16	10/21/16	NET NBC Nightly News NBC Ntly News 10/18-11/1	Comm	630-7p	MTWTF--	:30	1	\$1,200.00	P 1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		1				\$1,200.00		0.00			
N 9	WECT	10/17/16	10/21/16	SYN 7-730p M-F Wheel of Fortune (M-F)	Comm	7-730p	MTWTF--	:30	3	\$360.00	P 2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$360.00		0.00			
N 10	WECT	10/17/16	10/21/16	SYN 730-8p M-F Jeopardy (M-F)	Comm	730-8p	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: 10/17/16	10/23/16	MTWTF--		2				\$460.00		0.00			
N 11	WECT	10/17/16	10/21/16	LOC Late News M-F LN (M-F)	Comm	11-1135p	MTWTF--	:30	1	\$230.00	P 4	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		1				\$230.00		0.00			
N 12	WECT	10/17/16	10/21/16	NET The Tonight Show The Tonight Show	Comm	1135p-1237a	MTWTF--	:30	2	\$250.00	P 1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$250.00		0.00			
N 13	WECT	10/22/16	10/22/16	NET NBC Sat Today Show NBC Sat Today (7-9a,8/18)	Comm	7-9a, 8/18/12-tfn	-----1-	:30	1	\$205.00	P 2	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1-		1				\$205.00		0.00			
14	WECT	10/17/16	10/21/16	News at 4p M-F (ef. 9/14) First at Four News	Comm	4-430p	MTWTF--	:30	3	\$75.00	P 6	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$75.00		0.00			
N 15	WECT	10/17/16	10/21/16	News at 6p M-F NEWS AT 6p	Comm	6-630p	MTWTF--	:30	2	\$525.00	P 2	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$525.00		0.00			
N 16	WECT	10/22/16	10/22/16	Carolina in the AM Sat 6a Sat Carolina in the AM 6a	Comm	6-7a	-----2-	:30	2	\$125.00	P 2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----2-		2				\$125.00		0.00			
N 17	WECT	10/17/16	10/21/16	NBC Today Show III NBC Today Show III	Comm	10-11a	MTWTF--	:30	2	\$155.00	P 2	0.00	NM	2	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		2				\$155.00		0.00			
N 20	WECT	10/20/16	10/20/16	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	---T---	:30	1	\$75.00	P 6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	---T---		1				\$75.00		0.00			

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 Estimate: 4507

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N20	WECT	10/20/16	10/20/16	SYN 11a-12p M-F Live w/Kelly & Michael	Comm	11a-12p	---T---	:30	1	\$75.00	P 6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	---T---					1	\$75.00		0.00			
N21	WECT	10/18/16	10/18/16	NET Tuesday Hour 1 Tue Prime Hour 1	Comm	8-9p	-T-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-T-----					1	\$800.00		0.00			
													Totals	35	\$9,885.00