

## 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> <u>WECT WILMINGTON, NC</u>	<b>Date:</b> <u>10/14/16</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:

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**

<b>Orders</b>	<b>Order / Rev:</b>	<b>1529576</b>	
	<b>Alt Order #:</b>	08259014	
	<b>Product Desc:</b>	MCCRORY FOR GOVERNOR	
	<b>Estimate:</b>	4507	<b>WECT</b>
	<b>Flight Dates:</b>	10/17/16 - 10/23/16	<b>Primary AE:</b> Mick Nesci
	<b>Original Date / Rev:</b>	10/14/16 / 10/14/16	<b>Sales Office:</b> H-DC
	<b>Order Type:</b>	Political	<b>Sales Region:</b> National

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

<b>Advertiser</b>	<b>Name:</b>	<b>POL/McCroy/R/Governor/North Caroli</b>	<b>New Business Thru:</b>	
	<b>Demographic:</b>	A35+	<b>Order Separation:</b>	00:15:00
	<b>Product Codes:</b>	PL500	<b>Advertiser External ID:</b>	
	<b>Priority:</b>	P 6	<b>Agency External ID:</b>	
	<b>Revenue Codes:</b>	Agency, Political, Pol-Candidate	<b>Unit Code:</b>	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
<b>Totals</b>	<b>35</b>	<b>\$9,885.00</b>	<b>\$8,402.25</b>	<b>0.00</b>

**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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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