

## POLITICAL CHECK LIST

				Yes	No
Candidate / Issue	HALLAM S.C. GOV.			—	
Agency	TARGET			—	
Flight Dates	8/12 - 8/18			—	
Amount	Gross 4100	Net 3485		—	
PB-18	USS			—	
HRP Headline #	7257913			—	
Wide Orbit#	307005			—	
Class of Time	LUC	SELL	FIXED In POL Window Yes or No	—	
Sales Person	LINDA TURNER			—	
Office / Region	HRP LA			—	
Spot Approved	Yes			—	
Check Sent to SBG	Yes			✓	

REP HEADLINE# 7297913  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 323-866-1404  
ORDER WORKSHEET

FAX# 323-653-2109  
HARRIS REPORT FROM REP  
AUG4/14 19.40  
\*\*\* WPDE-TV \*\*\*

ADV # ADV. NAME POLI/N HALEY/R/GOV/SC REP. # OFF. # SALESMAN #

AGY # AGY. NAME TARGET ENTERPRISES BUYER NAME KYM MASON

15260 VENTURA BLVD., #1240 SALES PRSN LA- LYNDA TURNER (H)

SHERMAN OAKS, CA 91403

ORDER # 307005 CONTRACT # 7297913 CLASS: NATL. LOCAL REGIONAL

PRDCT HLY/GVNR 8/12-8/18 EST#1132 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG12/14 AUG18/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG4/14 19.40

REP: 8/4/14  
NEW POLITICAL ORDER  
\*\*\*START DATE TUESDAY, AUGUST 12\*\*\*  
COMPETITIVE DATA TO FOLLOW  
TTL \$4,100/17X  
PLS CONFIRM ASAP  
THANKS  
CAT FOR LYNDA

NEW 41100 8/12

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
HALEY FOR GOVERNOR. NO DOUBLE SPOTTING IN 30 MINUTE PROGRAMS.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =

1			700A-900A	30		\$225.00	8/12	8/15	4		TU-F	4
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RA55+ : 5.3  
CON COM1: GOOD MORNING AMERICA

2			700A-900A	30		\$225.00	8/18	8/18	1		MON	1
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RA55+ : 5.3  
CON COM1: GOOD MORNING AMERICA

:LINE#:REP :LINE#:	:CD :	TIME PERIOD	: LGTH :	: SEC :	RATE	: START : DATE	: END : DATE	:SPTS: /WK:	WEEK INVT	DAYS	:TOTL: :SPTS:
3		600P-630P	30		\$350.00	8/12	8/15	4		TU-F	4
RA55+ : 7.9 CON COM1: NEWSCH. 15 @ 6P											
4		600P-630P	30		\$350.00	8/18	8/18	1		MON	1
RA55+ : 7.9 CON COM1: NEWSCH. 15 @ 6P											
5		1100P-1135P	30		\$200.00	8/12	8/15	4		TU-F	4
RA55+ : 3.2 CON COM1: NEWS CH 15 @ 11P											
6		1100P-1135P	30		\$200.00	8/18	8/18	1		MON	1
RA55+ : 3.2 CON COM1: NEWS CH 15 @ 11P											
7		600P-630P	30		\$100.00	8/16	8/16	1		SAT	1
RA55+ : 4.9 CON COM1: NEWS											
8		600P-630P	30		\$125.00	8/17	8/17	1		SUN	1
RA55+ : 6.2 CON COM1: NEWS											
AUG/14 \$4,100.00										CONTRACT TOTAL TOTAL SPOTS	\$4,100.00 17

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI BOOKS- NOV/PJ  
DEMOS- RA55+\*

**ORDER**

<b>Orders</b>	<b>Order / Rev:</b>	<b>307005</b>	
	<b>Alt Order #:</b>	<b>07297913</b>	
	<b>Product Desc:</b>	<b>HLY/GVNR 8/12-8/18</b>	
	<b>Estimate:</b>	<b>1132</b>	
	<b>Flight Dates:</b>	<b>08/12/14 - 08/18/14</b>	<b>WPDE</b>
	<b>Original Date / Rev:</b>	<b>08/05/14 / 08/07/14</b>	<b>Primary AE:</b> HRP HRP-Los Angeles
	<b>Order Type:</b>	<b>GENERAL</b>	<b>Sales Office:</b> HRPLA
			<b>Sales Region:</b> NAT

<b>Agency</b>	<b>Name:</b>	<b>Target Enterprises</b>	
	<b>Buying Contact:</b>		<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		15260 Ventura Blvd, Ste 1240	<b>Billing Cycle:</b> EOM/EOC
		Sherman Oaks, CA 91403	<b>Agency Commission:</b> 15%

<b>Advertiser</b>	<b>Name:</b>	<b>Nikkie Haley for Governor-R</b>	
	<b>Demographic:</b>	<b>A50+</b>	<b>New Business Thru:</b>
	<b>Product Codes:</b>	<b>PL Gubernatorial Candidate</b>	<b>Order Separation:</b> 00:30:00
	<b>Priority:</b>	<b>POL-1</b>	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	<b>AGY, Political, Political Candidate</b>	<b>Agency External ID:</b>

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/18/14	17	\$4,100.00	\$3,485.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	17	\$4,100.00	\$3,485.00	93.10
<b>Totals</b>	<b>17</b>	<b>\$4,100.00</b>	<b>\$3,485.00</b>	<b>93.10</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Los Angeles			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
E 1	WPDE	08/12/14	08/15/14	GMA M-F GMA 7a-9a	CM	7:00 AM-9:00 AM -TWTF--	:30	4	\$225.00	POL-	5.30	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/14	08/17/14	-TWTF--				4	\$225.00		5.30			
E 2	WPDE	08/18/14	08/18/14	GMA M-F GMA 7a-9a	CM	7:00 AM-9:00 AM 1-----	:30	1	\$225.00	POL-	5.30	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/14	08/24/14	1-----				1	\$225.00		5.30			
E 3	WPDE	08/12/14	08/15/14	M-F 6p-630p News M-F 6p-630p News	CM	6:00 PM-6:30 PM -TWTF--	:30	4	\$350.00	POL-	7.90	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/14	08/17/14	-TWTF--				4	\$350.00		7.90			
E 4	WPDE	08/18/14	08/18/14	M-F 6p-630p News M-F 6p-630p News	CM	6:00 PM-6:30 PM 1-----	:30	1	\$350.00	POL-	7.90	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/14	08/24/14	1-----				1	\$350.00		7.90			
E 5	WPDE	08/12/14	08/15/14	M-F Late News M-F 11p-1135p	CM	11:00 PM-11:35 PM -TWTF--	:30	4	\$200.00	POL-	3.20	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/14	08/17/14	-TWTF--				4	\$200.00		3.20			
E 6	WPDE	08/18/14	08/18/14	M-F Late News M-F 11p-1135p	CM	11:00 PM-11:35 PM 1-----	:30	1	\$200.00	POL-	3.20	NM	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:		08/18/14	08/24/14	1-----				1	\$200.00		3.20			

Order / Rev: 307005  
Alt Order #: 07297913  
Flight Dates: 08/12/14 - 08/18/14

Advertiser: Nikkie Haley for Governor-R  
Product Desc: HLY/GVNR 8/12-8/18  
Estimate: 1132  
**WPDE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 7	WPDE	08/16/14	08/16/14	Sa-Su 6p News Sa-Su 6p News	CM	6:00 PM-6:30 PM -----1-	:30	1	\$100.00	POL-	4.90 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		08/11/14	08/17/14	-----1-			1		\$100.00		4.90		
E 8	WPDE	08/17/14	08/17/14	Sa-Su 6p News Sa-Su 6p News	CM	6:00 PM-6:30 PM -----1	:30	1	\$125.00	POL-	6.20 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		08/11/14	08/17/14	-----1			1		\$125.00		6.20		
Totals												17	\$4,100.00

## 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:

Date:

8/1/2014

I, Target Enterprises,  
being/on behalf of: Haley for Governor, Inc.,  
a legally qualified candidate of the Governor  
political party for the office of: Republican  
in the state of South Carolina  
election to be held on: \_\_\_\_\_

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					

Attach proposed schedule with charges (if available):

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Haley for Governor, Inc.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

\_\_\_\_\_  
signature of candidate or authorized committee

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date

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

Haley for Governor, Inc.

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.

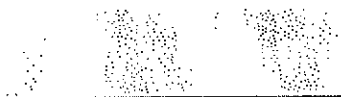
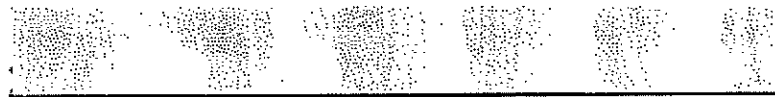
The name of the treasurer of the candidate's authorized committee is:

Kurt Grindstaff

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***




	
Date	Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

		
Signature	Printed Name	Title

*- AGENCY DOES NOT SIGN -*  
*see next page*



## CANDIDATE CERTIFICATION

Client:

Nikki Haley

☐

The **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and the candidate has approved the broadcast.

☒

The **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Kym M.

Signature of Authorized Representative

Kym Mason

Printed Name

Date

