Sales Order

Station: WRMD-TV

Contract Name: F4PM 1468356 est2747

Contract#: 1428035986

Start Date: 10/20/16 End Date: 10/23/16

Revenue Type: POLITICAL SALES

NATIONAL Type: Cash

Advertiser: FRIENDS/PATK MURPHY

Address:

City: State: Zip:

Product Name: PATRIC MURPHY 2747

Estimate #: 2747

Competitive Code: POLITICAL

Agency: SCREEN STRATEGIES MEDIA

Address: 11150 Fairfax Boulevard,

Suite 505

City: Fairfax State: VA Zip: 22030

Buyer:

Tax Schedule: (None)

Agency Commission %: 15

Billing Cycle: Standard

Salesperson: 5323nnat Comm %: 0

Makegood Policy: Within Contract Dates

No	DATES		Alt	TIMES		LEN	DISTRIBUTION									RATE	TOTALS		PTY
	START	END	wks	START	END		M	T	W	T	F	SA	SU	Per Wk	D/W		SPOTS	$$	
1	10/20/16	10/21/16		6:00 AM	7:00 AM	30				1	1			2	D	45.00	2	90.00	1
2	10/21/16	10/21/16		10:00 AM	10:30 AM	30					1			1	D	45.00	1	45.00	1
3	10/20/16	10/21/16		2:00 PM	3:00 PM	30				1	1			2	D	45.00	2	90.00	1
4	10/20/16	10/20/16		3:00 PM	4:00 PM	30				1				1	D	130.00	1	130.00	1
5	10/21/16	10/21/16		4:00 PM	5:00 PM	30					1			1	D	80.00	1	80.00	1
6	10/20/16	10/20/16		5:00 PM	6:00 PM	30				1				1	D	130.00	1	130.00	1
7	10/20/16	10/21/16		6:30 PM	7:00 PM	30				1	1			2	D	150.00	2	300.00	1
8	10/22/16	10/22/16		5:00 PM	5:30 PM	30						1		1	D	55.00	1	55.00	1
9	10/23/16	10/23/16		5:00 PM	5:30 PM	30							1	1	D	45.00	1	45.00	1
10	10/23/16	10/23/16		5:30 PM	6:00 PM	30							1	1	D	45.00	1	45.00	1
11	10/20/16	10/20/16		7:00 PM	8:00 PM	30				1				1	D	500.00	1	500.00	1
12	10/21/16	10/21/16		9:00 PM	10:00 PM	30					1			1	D	400.00	1	400.00	1
13	10/22/16	10/22/16		9:00 PM	11:00 PM	30						1		1	D	80.00	1	80.00	1
14	10/23/16	10/23/16		8:00 PM	10:00 PM	30							1	1	D	200.00	1	200.00	1
15	10/20/16	10/21/16		11:00 PM	11:30 PM	30				1	1			2	D	125.00	2	250.00	1
16	10/20/16	10/21/16		11:30 PM	12:00 AM	30				1	1			2	D	100.00	2	200.00	1
17	10/22/16	10/22/16		11:00 PM	11:30 PM	30						1		1	D	45.00	1	45.00	1
18	10/23/16	10/23/16		11:00 PM	11:30 PM	30							1	1	D	45.00	1	45.00	1
19	10/21/16	10/21/16		12:00 AM	12:30 AM	30					1			1	D	45.00	1	45.00	1

Billing Projections: By Month

	Oct 16
CA	2,775.00
ST	2,775.00

* Sent to the traffic system by 5323gsot, 10/19/16 @5:41PM

✓ Print Spot Prices

EST.2747

TOTAL SPOTS	24
GROSS TOTAL $	2,775.00
ADJUSTED SPOTS	24
ADJUSTED TOTAL $	2,775.00

APPROVE	DECLINE	
◯	◯	General Manager
◯	◯	Regional Traffiic Manager
◯	◯	National Sales Manager
◯	◯	Local Sales Manager

ORDER WORKSHEET

Rep Order# 1468356 **Ver#** 1 **Status** Confirmed **Traffic Order#** 1468356 **Printed:** 10/19/16 5:28 PM
EC'd No **Last Received:** 10/19/16 5:28 PM
Showing Buylines: All Lines

Station WRMD-TV TAMPA
Advertiser (F4PM) FRIENDS/PAT'K MURPHY
Product PATRICK MURPHY 2747
Estimate# 2747
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2747
Flight Dates 10/20/16-10/23/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates		Spots/ Week	Total Spots	Total Cost
1	Th-F	6A-7A	SUELTA LA SOPA	30	-	-	$45.00	10/20-10/21	1	2	2	$90.00
		Buy Comment: ORDER: 1/DAY										
2	F	10A-1030A	DECISIONES	30	-	-	$45.00	10/21-10/21	2	1	1	$45.00
3	Th-F	2P-3P	SUELTA LA SOPA	30	-	-	$45.00	10/20-10/21	3	2	2	$90.00
		Buy Comment: ORDER: 1/DAY										
4	Th	3P-4P	MEJOR CASO CERRADO	30	-	-	$130.00	10/20-10/20	4	1	1	$130.00
5	F	4P-5P	AL ROJO VIVO	30	-	-	$80.00	10/21-10/21	5	1	1	$80.00
6	Th	5P-6P	CASO CERRADO	30	-	-	$130.00	10/20-10/20	6	1	1	$130.00
7	Th-F	630P-7P	NEWS	30	-	-	$150.00	10/20-10/21	7	2	2	$300.00
		Buy Comment: ORDER: 1/DAY										
8	Sa	5P-530P	NOTICIERO TLMD	30	-	-	$55.00	10/22-10/22	8	1	1	$55.00
9	Su	5P-530P	NOTICIERO TLMD	30	-	-	$45.00	10/23-10/23	9	1	1	$45.00
10	Su	530P-6P	TELENOTICIAS EXTRA	30	-	-	$45.00	10/23-10/23	10	1	1	$45.00
11	Th	7P-8P	CASO CERRADO ESTELAR	30	-	-	$500.00	10/20-10/20	11	1	1	$500.00
12	F	9P-10P	PRIME NOVELA	30	-	-	$400.00	10/21-10/21	12	1	1	$400.00
13	Sa	9P-11P	SAT NITE PRIME	30	-	-	$80.00	10/22-10/22	13	1	1	$80.00
14	Su	8P-10P	SUN NITE PRIME	30	-	-	$200.00	10/23-10/23	14	1	1	$200.00

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Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates		Spots/ Week	Total Spots	Total Cost
15	Th-F	11P-1130P	11P NEWS	30	-	-	$125.00	10/20-10/21	15	2	2	$250.00
		Buy Comment: ORDER: 1/DAY										
16	Th-F	1130P-12A	TELENOTICIAS PR	30	-	-	$100.00	10/20-10/21	16	2	2	$200.00
		Buy Comment: ORDER: 1/DAY										
17	Sa	11P-1130P	TITULARES TLMD	30	-	-	$45.00	10/22-10/22	17	1	1	$45.00
18	Su	11P-1130P	TITULARES TLMD	30	-	-	$45.00	10/23-10/23	18	1	1	$45.00
19	F	12A-1230A	TITULARES Y MAS	30	-	-	$45.00	10/21-10/21	19	1	1	$45.00

---REPORT TOTALS---
Report Totals: 24 / $2,775.00

---SALES MONTHLY TOTALS---

Oct2016: 24/ $2,775.00
Order Totals: 24 / $2,775.00 Total GRPS: 0.0
--- COMPETITIVE ---
Market Totals $2,775.00 CGAL .00% OTHE .00% WAC .00% WBL .00% WRMD 100.00%
--- COMPETITIVE COMMENTS ---
COMPETITIVE TO FOLLOW

Books [OCT16]
Demos RA35+P

--- CREDIT RISK ---

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Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

STANDARD CREDIT TERMS

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: WRMD-TV	**Date:** 10/19/2016

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): $2,358.75

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

Friends of Patrick Murphy

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:

Brian Foucart

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

10/19/2016	
Date	**Signature**

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	**Printed Name**	**Title**

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