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:**

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: PAT MCCRORY,

a legally qualified candidate of the REPUBLICAN

political party for the office of: NC GOV

in the GENERAL

election to be held on: 11/8

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):

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

PAT MCCRORY

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

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

8/1/16	
Date	**Signature**

To Be Signed By Station Representative

☐ **Accepted**	☒ **Accepted in Part**	☐ **Rejected**
	Ron Hanslec	GSM
Signature	**Printed Name**	**Title**

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WOC10445186 [00.01]

Order Printout

Order Status:	Opened-Revised	Start/End Dates:	08/01/16 - 08/21/16	C/P/E:	1158 / 1734 / 4631
Traffic #:		Agency:	Strategic Media Placement	Product Desc.:	TV
Buyer Order #:	5264216	Advertiser:	1158 - NC PAT McCRORY - 2016 GOV	Estimate Desc.:	NC PAT McCROY 2016 GOV - 8.5-8.21 - TV
AE:	Unassigned (Kate Farrell)	Buyer:		Total Cost:	$8,455.00 (Cash)
Property:	WITN TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	8/04/16 8:29 AM

Comments:

Separation: 30

List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Aug 1	Aug 8	Aug 15											Total Spots	Total Cost	RTG	GRP	CPP
1	WITN NWS-SNRS	NM	:30	6:00 AM-7:00 AM	MTWTF--	450.00	0	2	2											4	1,800.00	2.60	10.40	173.08
	(Program: WITN NWS-SNRS)3Q 2016																							
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	MTWTF--	405.00	1	3	2											6	2,430.00	2.50	15.00	162.00
	(Program: TODAY SHW)3Q 2016																							
7	WHEEL/JEOPARDY	NM	:30	7:00 PM-8:00 PM	MTWTF--	675.00	1	2	2											5	3,375.00	5.10	25.50	132.35
	(Program: WHEEL/JEOPARDY)3Q 2016																							
15	NBC NITELY NWS	NM	:30	6:30 PM-7:00 PM	MTWTF--	850.00	0	1	0											1	850.00	5.60	5.60	151.79
	(Program: NBC NITELY NWS)3Q 2016																							
						Spot Totals:	2	8	6											16	$8,455.00		56.50	
						Adults 35+ GRP:	7.60	28.50	20.40															

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
August	16	$8,455.00	56.50				