New Order

ORDER

WNUE-FM

Orders

Order / Rev:	**258817**		
Alt Order #:			
Product Desc:			
Estimate:			
Flight Dates:	10/03/16 - 10/16/16	Primary AE:	Orlando House
Original Date / Rev:	09/29/16 / 09/30/16	Sales Office:	L-ORD
Order Type:	GENERAL	Sales Region:	LOCAL

Agency

Name:	**Design 4**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	106 North Collins Street	Billing Cycle:	EOM/EOC
	Plant City, FL 33563	Agency Commission:	15%

Advertiser

Name:	**Cortes, Bob Campaign**	New Business Thru:	04/12/15
Demographic:	HH	Order Separation:	00:15:00
Product Codes:	Candidates	Advertiser External ID:	
Priority:	P-04	Agency External ID:	
Revenue Code 1:	AGY	Unit Code:	General
Revenue Code 2:	GEN		
Revenue Code 3:	POL		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/14/16	50	$3,950.00	$3,357.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	50	$3,950.00	$3,357.50	0.00
Totals	50	$3,950.00	$3,357.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Orlando House			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
N 1	WNUE	10/03/16	10/16/16	M-F 6a-12a M-F 6a-12a	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	MTWTF--	1:00	10	$80.00	P-04	0.00	NM	20	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/03/16	10/09/16	MTWTF--	10	$80.00	0.00								
		Week: 10/10/16	10/16/16	MTWTF--	10	$80.00	0.00								
N 2	WNUE	10/03/16	10/16/16	M-F 6a-12a M-F 6a-12a	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	MTWTF--	1:00	5	$75.00	P-04	0.00	NM	10	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/03/16	10/09/16	MTWTF--	5	$75.00	0.00								
		Week: 10/10/16	10/16/16	MTWTF--	5	$75.00	0.00								
N 3	WNUE	10/03/16	10/16/16	M-F 6a-12a M-F 6a-12a	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	MTWTF--	:30	10	$80.00	P-04	0.00	NM	20	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/03/16	10/09/16	MTWTF--	10	$80.00	0.00								
		Week: 10/10/16	10/16/16	MTWTF--	10	$80.00	0.00								
													Totals	50	$3,950.00

Bob Cortes 2016 revised

Book: July 2016 NIELSEN PPM RLD

Proposal ID:	32856
Book:	Jul 16 NIELSEN PPM RLD
Schedule Dates:	10/3/2016 - 10/16/2016
Primary Demo:	MSA P18+
Population:	467,300
Sample Size:	250

Acct. Exec:	Paul Rodriguez
Phone #:	407-774-2626x227
Email:	prodriquez@entravision.com
Web Site:	www.salsa981.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsofsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Qualitative Criteria: Ethnic-Hispanic

Flight Dates: 10/3/2016-10/16/2016

Daypart	Spot Length	OC 3	OC 10	MSA P18+ RTG	MSA P18+ CUME	Wks	Rate	Spots
WNUE-FM								
Mon-Fri Morning	:60	10	10	0.5	43,200	2	$80.00	
GRPs/Impressions				10.0	48,000			20
CPP/CPM				$160.00	$33.33			
Mon-Fri 6AM-10AM								
Mon-Fri Midday	:60	5	5	0.4	43,700	2	$75.00	
GRPs/Impressions				4.0	17,000			10
CPP/CPM				$187.50	$44.12			
Mon-Fri 10AM-3PM								
Mon-Fri Afternoon	:60	10	10	0.6	55,300	2	$80.00	
GRPs/Impressions				12.0	52,000			20
CPP/CPM				$133.33	$30.77			
Mon-Fri 3PM-7PM								

Total Cost: $3,950.00

General Summary (Persons 18+ MSA (RTG))

Name	Spots	Cost	Grps	Impressions	CPP	CPM	Freq
WNUE-FM	50	$3,950.00	26.0	117,000	$151.92	$33.76	2.3

The PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for the precise accuracy or precise representativeness of a demographic or radio market.

9.29.16

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:**
WNUE-FM 523 Douglas Ave Altamonte Sp FL. 32714	9/29/16.

I, Robert Cortes,

being/on behalf of: _____,

a legally qualified candidate of the Republican

political party for the office of: State House District 30

in the General

election to be held on: November 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
60 Seconds	Morning, Midday & Afternoon	Mon-Friday		5	2

See Attached.

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:

Robert Cortes

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:

Judy Putz

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

9.28.16	
Date	**Signature**

To Be Signed By Station Representative

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

	Richard Reid	
Signature	**Printed Name**	**Title**

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