WMYV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 2512102

Schedule Dates	10/03/16-11/07/16
Advertiser	McCrory for Governor (30707)
Agency	Strategic Media Placement (6694)
Product	POLITICAL CANDIDATE (ns) (1186)
Brand	NC PAT MCCROY FOR GOV (835352)
Salesperson	Millennium/DC, Washington DC (1108)
Sales Office	Millennium Washington DC
Buyer Name	FINK,BRANT
Phone/Fax	/
CPE	4507
Account Types	National/Political Candidate Agency BRD
Billing Type	Weekly/Irregular
Comments	NC Pat McCroy for Go AMY MCCREARY

Date Entered	05/27/16
Last Modified	10/05/16
Entered By	Lisa Carter
CO-OP	No
Headline #	ECR25174447
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$858.00
Net Total	$4,862.00
Sales Tax	

Greensboro (WMYV)

By Broadcast Month	Spots	Rate
Oct. 2016	40	$4,400.00
Nov. 2016	12	$1,320.00
Grand Total:	52	$5,720.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/03/16-11/04/16	4	:30	6:58:20P- Big Bang Theory		1	1	1	1	1			25	$105.00	$2,625.00	Greensboro (WMYV)	Big Bang	5/27/16
2.0	Normal Line / SPOT (2)	11/07/16-11/07/16	4	:30	6:58:20P- Big Bang Theory		1							1	$105.00	$105.00	Greensboro (WMYV)	big bang	5/27/16
3.0	Normal Line / SPOT (3)	10/03/16-11/04/16	4	:30	7:28:25P- Big Bang Theory 2		1	1	1	1	1			25	$115.00	$2,875.00	Greensboro (WMYV)	Big Bang	5/27/16
4.0	Normal Line / SPOT (4)	11/07/16-11/07/16	4	:30	7:28:25P- Big Bang Theory 2		1							1	$115.00	$115.00	Greensboro (WMYV)	Big Bang	5/27/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		Allison Aldred	10.7.16	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

B/E Bookend P/B Piggy Back

Printed At: 03:48 PM on Friday, October 7 2016

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: 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

Total Charges:

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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

To Be Signed By Station Representative

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

Allison Aldridge
Signature

Allison Aldridge
Printed Name

DOS
Title

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