WLTV
8550 NW 33rd St
Miami, FL 33122

MIAMI-FT. LAUDERDALE

Strategic Media Placement Inc
7669 Stagers Loop
Delaware, OH 43015

Contract # 373834

Schedule Dates	11/05/16-11/08/16	**Date Entered**	11/04/16
Advertiser	Florida Republican Senatorial Campaign Committe	**Last Modified**	11/04/16
Agency	Strategic Media Placement Inc (5834)	**Entered By**	Brenda Saucedo
Product	Political Candidate (1124)	**CO-OP**	No
Brand	Political (2110)	**Headline #**	
Salesperson	CHI-NTL-Higuera, Jennifer (1883)	**Demo**	A35+R
Sales Office	Chicago-National	**Order Type**	Normal
Buyer Name		**Package Deal**	
Phone/Fax	/	**Commission %**	15.00
CPE	1181/1777/5409	**Commission**	$6,515.25
Account Types	National/C-Political Agency	**Net Total**	$36,919.75
Billing Type	Standard	**Sales Tax**	
Comments	WLTV/Fl Sd 37 Portilla est. 5409		

Miami (WLTV)

By Broadcast Month	Spots	Rate
Nov. 2016	46	$43,435.00
Grand Total:	46	$43,435.00

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 / C- Local CM Break	11/07/16-11/08/16	3	:30	6A- 7A (EST)		2	2						4	$400.00	$1,600.00	Miami (WLTV)		11/4/16
2.0	Normal Line / C- Local CM Break	11/07/16-11/08/16	3	:30	7A- 11A (EST)		1	2						3	$600.00	$1,800.00	Miami (WLTV)		11/4/16
3.0	Normal Line / C- Local CM Break	11/07/16-11/08/16	3	:30	11A- 12P (EST)		1	1						2	$725.00	$1,450.00	Miami (WLTV)		11/4/16
4.0	Normal Line / C- Local CM Break	11/07/16-11/07/16	3	:30	12P- 1P (EST)		1							1	$725.00	$725.00	Miami (WLTV)		11/4/16
5.0	Normal Line / C- Local CM Break	11/07/16-11/08/16	3	:30	1P- 2P (EST)		1	1						2	$725.00	$1,450.00	Miami (WLTV)		11/4/16
6.0	Normal Line / C- Local CM Break	11/07/16-11/07/16	3	:30	2P- 3P (EST)		1							1	$725.00	$725.00	Miami (WLTV)		11/4/16
7.0	Normal Line / C- Local CM Break	11/07/16-11/08/16	3	:30	3P- 4P (EST)		1	1						2	$725.00	$1,450.00	Miami (WLTV)		11/4/16
8.0	Normal Line / C- Local CM Break	11/07/16-11/08/16	3	:30	3:59P- El Gordo y la Flaca		1	2						3	$1,300.00	$3,900.00	Miami (WLTV)		11/4/16
9.0	Normal Line / C- Local CM Break	11/07/16-11/07/16	3	:30	7P- 8P (EST)		2							2	$2,325.00	$4,650.00	Miami (WLTV)		11/4/16
10.0	Normal Line / C- Local CM Break	11/07/16-11/07/16	3	:30	9P- 10P (EST)		2							2	$2,925.00	$5,850.00	Miami (WLTV)		11/4/16
11.0	Normal Line / C- Local CM Break	11/07/16-11/07/16	3	:30	10P- 11P (EST)		1							1	$2,425.00	$2,425.00	Miami (WLTV)		11/4/16
12.0	Normal Line / C- Local CM Break	11/05/16-11/05/16	3	:30	12P- 1P (EST)							1		1	$385.00	$385.00	Miami (WLTV)		11/4/16
13.0	Normal Line / C- Local CM Break	11/05/16-11/05/16	3	:30	1P- 2P (EST)							2		2	$500.00	$1,000.00	Miami (WLTV)		11/4/16

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments

WLTV does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, is hereby rejected.

B/E Bookend P/B Piggy Back

Printed At: 06:23 PM on Friday, November 4 2016

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14.0	Normal Line / C- Local CM Break	11/05/16-11/05/16	3	:30	2P- 5P (EST)							2		2	$500.00	$1,000.00	Miami (WLTV)		11/4/16
15.0	Normal Line / C- Local CM Break	11/05/16-11/05/16	3	:30	5P- 6P (EST)							1		1	$650.00	$650.00	Miami (WLTV)		11/4/16
16.0	Normal Line / C- Local CM Break	11/05/16-11/05/16	3	:30	9P- 11P (EST)							1		1	$700.00	$700.00	Miami (WLTV)		11/4/16
17.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	9A- 10A (EST)								2	2	$550.00	$1,100.00	Miami (WLTV)		11/4/16
18.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	11A- 12P (EST)								2	2	$450.00	$900.00	Miami (WLTV)		11/4/16
19.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	12P- 1P (EST)								2	2	$550.00	$1,100.00	Miami (WLTV)		11/4/16
20.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	1P- 3P (EST)								2	2	$550.00	$1,100.00	Miami (WLTV)		11/4/16
21.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	3P- 4P (EST)								2	2	$400.00	$800.00	Miami (WLTV)		11/4/16
22.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	4P- 5P (EST)								2	2	$550.00	$1,100.00	Miami (WLTV)		11/4/16
23.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	3	:30	5P- 6P (EST)								2	2	$800.00	$1,600.00	Miami (WLTV)		11/4/16
24.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	2	:30	6P- Noticias 23								1	1	$2,350.00	$2,350.00	Miami (WLTV)		11/4/16
25.0	Normal Line / C- Local CM Break	11/06/16-11/06/16	2	:30	11:20P- Contacto Deportivo								1	1	$3,625.00	$3,625.00	Miami (WLTV)		11/4/16

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ORDER

Agency: Strategic Media Placement
Agency Office: Delaware
Client: 1181 - FL SD 37
Product: 1777 - TV
Estimate: 5049 - FL SD 37 FRSCC/Portilla Hispanic 11.4-11.8
Buyer: Adam Shaw
Phone:
Vendor: Univision and UniMas National Sales (WLTV)
AE: Jennifer Higuera
Primary Demo: A35+
Flight Start: 11/04/2016
Flight End: 11/08/2016
Hiatus Weeks:
11/4/2016 10:02:21 AM
Airtime Budget: $51,285.00
Comments: FL SD 37 FRSCC/MIGUEL DIAZ DE LA PORTILLA COORDINATED 11.4-11.8 ADDITION

WLTV

Ln	Days	Time	Program	Demo	Len	Dpt	Rates 11/5-6 Class 2	Rates 11/7-8 Class 2	Fri 11/4/16	Sat 11/5/16	Su 11/6/16	Mon 11/7/16	Tue 11/8/16	Total Spots	Total Dollars
CLASS 2	Mon-Tue	6-7a	AMORES	A35+	30	DT		400				2	2	4	$1,600
CLASS 2	Mon-Tue	7a-11a	AMORES	A35+	30	DT		600				1	2	3	$1,800
CLASS 2	Mon-Tue	11a-12p	AMOR BR	A35+	30	DT		725				1	1	2	$1,450
CLASS 2	Mon-Tue	12:00p - 1:00p	AMORES	A35+	30	DT		725				1		1	$725
CLASS 2	Mon-Tue	1-2P		A35+	30	DT		725				1	1	2	$1,450
CLASS 2	Mon-Tue	2-3P		A35+	30	DT		725				1		1	$725
CLASS 2	Mon-Tue	3:00p - 4:00p	LA ROSA	A35+	30	DT		725				1	1	2	$1,450
CLASS 2	Mon-Tue	4:00p - 5:00p	EL GORD(	A35+	30	EF		1300				1	2	3	$3,900
CLASS 2	Mon-Tue	7:00p - 8:00p	NOVELA	A35+	30	PA		2325				2		2	$4,650
CLASS 2	Mon-Tue	8:00p - 9:00p	NOVELA	A35+	30	PT		2750		n/a				0	$0
CLASS 2	Mon-Tue	9:00p - 10:00p	NOVELA	A35+	30	PT		2925				2		2	$5,850
CLASS 2	Mon-Tue	10:00p - 11:00p	NOVELA	A35+	30	PT		2425				1		1	$2,425
CLASS 2	Sa	12:00p - 1:00p	LA ROSA	A35+	30	WK	$385.00			1				1	$385
CLASS 2	Sa	1:00p - 2:00p	LANZATE	A35+	30	WK	$500.00			2				2	$1,000
CLASS 2	Sa	2:00p - 5:00p	SABADAZ(	A35+	30	WK	$500.00			2				2	$1,000
CLASS 2	Sa	5:00p - 6:00p	LA ROSA	A35+	30	EN	$650.00			1				1	$650
CLASS 2	Sa	9-11p	LA ROSA	A35+	30	EN	$700.00			1				1	$700
CLASS 2	Su	9:00a - 10:00a	LA ROSA	A35+	30	RT	$550.00				2			2	$1,100
CLASS 2	Su	11a-12p	AL PUNTC	A35+	30	RT	$450.00				2			2	$900
CLASS 2	Su	12N-1P	FUT CENT	A35+	30	RT	$550.00				2			2	$1,100
CLASS 2	Su	1:00p - 3:00p	VIDAS	A35+	30	WK	$550.00				2			2	$1,100
CLASS 2	Su	3-4P	REPUBLIC	A35+	30	WK	$400.00				2			2	$800
CLASS 2	Su	4-5P	JUEGO ES	A35+	30	WK	$550.00				2			2	$1,100
CLASS 2	Su	5-6P	PRIMER I	A35+	30	WK	$800.00				2			2	$1,600
CLASS 1	Su	6-630P	NEWS	A35+	30	WK	$2,350.00				1			1	$2,350
CLASS 1	Su	1120P-1135P	CONTACT	A35+	30	WK	$3,625.00				1			1	$3,625
													TOTAL	**46**	**$43,435**
													CREDIT		**$7,850**

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:**
WLTV - MIAMI	11/4/16

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: FRSCC/MIGUEL DIAZ DE LA PORTILLA, a legally

qualified candidate of the REPUBLICAN political

party for the office of: FL SD 37

in the GENERAL

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		11/5 - 11/8	2		

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:

FRSCC/MIGUEL DIAZ DE LA PORTILLA

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:

ABBY DUPREE

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

10/5/16 — Date

Signature

To Be Signed By Station Representative

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

Signature — Printed Name: Gusel Sangroniz — Title: NSM

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CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, STRATEGIC MEDIA PLACEMENT
(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

ADAM SHAW
printed name

10/4/16
date

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