ORDER

Orders

Order / Rev:	**64051**
Alt Order #:	09836961
Product Desc:	FLIP PHILLIPS
Estimate:	2829
Flight Dates:	10/06/12 - 10/12/12
Original Date / Rev:	10/05/12 / 10/05/12
Order Type:	GENERAL

WPTY - ABC24

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	**Strategic Media Placement**
Buying Contact:	
Billing Contact:	
	7669 Stagers Loop
	Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Flip Phillips**
Demographic:	A35+
Product Codes:	State Elections
Priority:	P-3
Revenue Codes:	AGY, GEN, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	18	$1,245.00	$1,058.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	$1,245.00	$1,058.25	0.00
Totals	18	$1,245.00	$1,058.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WPTY - ABC24	5%	$1,245.00
Market	100%	$24,900.00

Competitive Share	Share	Total
ELMT	0%	$0.00
UNKWN	0%	$0.00
WHBQ	19%	$4,731.00
WLMT	0%	$0.00
WMC	38%	$9,462.00
WREG	38%	$9,462.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTY	10/08/12	10/12/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	4	$40.00	P-4	0.00 NM	4	$160.00
	AM NEWS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	10/08/12	10/14/12	MTWTF--	4	$40.00	0.00							
E 2	WPTY	10/08/12	10/12/12	Good Morning America Good Morning America	CM	7:00 AM-9:00 AM	MTWTF--	:30	4	$40.00	P-4	0.00 NM	4	$160.00
	GMA													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	10/08/12	10/14/12	MTWTF--	4	$40.00	0.00							
E 3	WPTY	10/08/12	10/12/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 A	MTWTF--	:30	5	$75.00	IPR	0.00 NM	5	$375.00
	VIEW													

Order / Rev: 64051
Alt Order #: 09836961
Flight Dates: 10/06/12 - 10/12/12

Advertiser: Flip Phillips
Product Desc: FLIP PHILLIPS
Estimate: 2829

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WPTY	10/08/12	10/12/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	5	$75.00	IPR	0.00 NM	5	$375.00
	VIEW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/08/12	10/14/12	MTWTF--	5	$75.00	0.00								
E 4	WPTY	10/07/12	10/07/12	Good Morning America S Good Morning America	SM	7:00 AM-8:00 AM	------S	:30	1	$25.00	P-4	0.00 NM	1	$25.00
	SUN GMA													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/01/12	10/07/12	------S	1	$25.00	0.00								
E 5	WPTY	10/07/12	10/07/12	Su 5p-530p News ABC 24 News at 5p	CM	5:00 PM-5:30 PM	------S	:30	1	$75.00	P-4	0.00 NM	1	$75.00
	EARLY NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/01/12	10/07/12	------S	1	$75.00	0.00								
E 6	WPTY	10/08/12	10/12/12	M-F 10p-1035p ABC 24 News at 10p	CM	10:00 PM-10:35 PM	MTWTF--	:30	3	$150.00	P-4	0.00 NM	3	$450.00
	LATE NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/08/12	10/14/12	MTWTF--	3	$150.00	0.00								
												Totals	18	$1,245.00

Rep Order# 9836961 **Ver#** 1 **Status** New **Traffic Order#** order 64051 **Printed:** 10/05/2012 11:51 AM
EC'd No **Last Received:** 10/05/2012 11:46 AM
Showing Buylines: All Lines

Station WPTY-TV MEMPHIS,TN
Advertiser ( ) POLITICAL
Product FLIP PHILLIPS
Estimate# 2829
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2829
Flight Dates 10/06/2012 - 10/12/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) RYAN GORDON

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

FLIP PHILLIPS FOR MISSISSIPPI SUPREME COURT D-3 **********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

ENTERED OCT 05

— REMARKS —

**URGENT NEW POLITICAL ORDER
TTL=1245
PLEASE CONFIRM ASAP RYAN 10/5

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	6A-7A	AM NEWS	:30	$40.00	10/08-10/12	4	1	4	$160.00	
	2	M-F	7A-9A	GMA	:30	$40.00	10/08-10/12	4	1	4	$160.00	
	3	M-F	10A-11A	VIEW	:30	$75.00	10/08-10/12	5	1	5	$375.00	
	4	SU	7A-8A	SUN GMA	:30	$25.00	10/07-10/07	1	1	1	$25.00	
	5	SU	5P-530P	EARLY NEWS	:30	$75.00	10/07-10/07	1	1	1	$75.00	
	6	M-F	10P-1035P	LATE NEWS	:30	$150.00	10/08-10/12	3	1	3	$450.00	

—REPORT TOTALS—

Report Totals: 18 / $1,245.00

—SALES MONTHLY TOTALS—

Rep Order# 9836961 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 10/05/2012 11:51 AM
Last Received: 10/05/2012 11:46 AM
Showing Buylines: All Lines

Station WPTY-TV MEMPHIS,TN
Advertiser ( ) POLITICAL
Product FLIP PHILLIPS
Estimate# 2829
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2829
Flight Dates 10/06/2012 - 10/12/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) RYAN GORDON

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Oct 12: 18 / $1,245.00

Sales Totals: 18 / $1,245.00

Station Totals: 18 / $1,245.00

Lines not sent/rcld/rtrn: 0 / $0.00

—COMPETITIVE—

Market Totals	$24,900	CABL	0%	UNKN	0%	WHBQ	19%	WLMT	0%	WMC	38%		
		WPTY	5%	WPXX	0%	WREG	38%						

Books NOV12
Demos RA35+

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: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally qualified candidate of the REPUBLICAN political party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3 in the GENERAL election to be held on: NOVEMBER 6, 2012

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:

Copyright ©2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced or Further Distributed.

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:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

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:

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

10/3/12
Date

Signature

To Be Signed By Station Representative

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

Signature Printed Name Title

Copyright ©2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced or Further Distributed.