Rep Order# 6868537 **Ver#** 1 **Mod#** 0 **Status** Confirmed **Traffic Order#** 217964 **Printed:** 10/26/2012 3:12 PM
EC'd Yes **Last Received:** 10/26/2012 1:59 PM
Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN
Advertiser ( ) .NRSC
Product NRSC2012
Estimate# 2012
Buyer STEPHEN SZOSTAK
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E /NRSC/2012
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

10/24-10/30/12 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A	NWS 8 DAYBREAK	:30	$650.00	10/29-10/30	2	1	2	$1,300.00	
		Buyline Comment: MUST RUN 1X PER DAY										
	2	M-TU	7A-8A	EARLY SHOW	:30	$500.00	10/29-10/30	2	1	2	$1,000.00	
		Buyline Comment: MUST RUN 1X PER DAY										
	3	M-TU	8A-9A	EARLY SHOW	:30	$150.00	10/29-10/30	2	1	2	$300.00	
		Buyline Comment: MUST RUN 1X PER DAY										
	4	F	12P-1230P	NWS 8 AT NOON	:30	$1,200.00	10/26-10/26	1	1	1	$1,200.00	
	5	F	5P-530P	NEWS 8 AT 5PM	:30	$1,200.00	10/26-10/26	1	1	1	$1,200.00	
	6	M-TU	5P-530P	NEWS 8 AT 5PM	:30	$1,200.00	10/29-10/30	2	1	2	$2,400.00	
		Buyline Comment: MUST RUN 1X PER DAY										
	7	F	530P-6P	NEWS 8 AT 530PM	:30	$1,200.00	10/26-10/26	1	1	1	$1,200.00	
	8	M-TU	530P-6P	NEWS 8 AT 530PM	:30	$1,200.00	10/29-10/30	2	1	2	$2,400.00	
		Buyline Comment: MUST RUN 1X PER DAY										
	9	M-TU	6P-630P	NEWS 8 AT 6PM	:30	$1,200.00	10/29-10/30	2	1	2	$2,400.00	
		Buyline Comment: MUST RUN 1X PER DAY										
	10	F	6P-630P	NEWS 8 AT 6PM	:30	$1,200.00	10/26-10/26	1	1	1	$1,200.00	
	11	M-TU	630P-7P	CBS EVENING NEWS	:30	$1,500.00	10/29-10/30	2	1	2	$3,000.00	
		Buyline Comment: MUST RUN 1X PER DAY										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	F	630P-7P	CBS EVENING NEWS	:30	$1,500.00	10/26-10/26	1	1	1	$1,500.00	
	13	F	730P-8P	ENTERTAINMENT TONIGHT	:30	$900.00	10/26-10/26	1	1	1	$900.00	
	14	M-TU	730P-8P	ENTERTAINMENT TONIGHT	:30	$900.00	10/29-10/30	2	1	2	$1,800.00	
				Buyline Comment: MUST RUN 1X PER DAY								
	15	F	11P-1130P	WISH LATE NEWS	:30	$1,500.00	10/26-10/26	1	1	1	$1,500.00	
	16	M-TU	11P-1130P	WISH LATE NEWS	:30	$1,500.00	10/29-10/30	2	1	2	$3,000.00	
				Buyline Comment: MUST RUN 1X PER DAY								
	17	M	10P-11P	HAWAII 5/0	:30	$3,700.00	10/29-10/29	1	1	1	$3,700.00	
	18	TU	8P-9P	NCIS	:30	$6,000.00	10/30-10/30	1	1	1	$6,000.00	
	19	F	10P-11P	BLUE BLOODS	:30	$3,500.00	10/26-10/26	1	1	1	$3,500.00	
	20	SA	6A-9A	DAYBREAK NEWS	:30	$450.00	10/27-10/27	1	1	1	$450.00	
	21	SA	11P-1130P	LATE NEWS SATURDAY	:30	$1,000.00	10/27-10/27	1	1	1	$1,000.00	
	22	SU	6A-9A	DAYBREAK SUNDAY	:30	$350.00	10/28-10/28	1	1	1	$350.00	
	23	SU	7P-8P	60 MINUTES	:30	$6,000.00	10/28-10/28	1	1	1	$6,000.00	
	24	SU	8P-9P	AMAZING RACE	:30	$5,000.00	10/28-10/28	1	1	1	$5,000.00	
	25	SU	10P-11P	THE MENTALIST	:30	$4,000.00	10/28-10/28	1	1	1	$4,000.00	
	26	SU	11P-1130P	SUNDAY LATE ENWS	:30	$1,500.00	10/28-10/28	1	1	1	$1,500.00	

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---REPORT TOTALS---

Report Totals: 35 / $57,800.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / $30,500.00 Nov 12: 20 / $27,300.00

Sales Totals: 35 / $57,800.00

Station Totals: 35 / $57,800.00

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

---COMPETITIVE---

Market Totals	$57,800	CABL	0%	WISH	100%	WNDY	0%	WRTV	0%	WTHR	0%
		WTTV	0%	WXIN	0%						

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	NOV11
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 10/24/12-10/30/12

Station	Advertiser	Product	Estim	Order Inventory Descript	Time Period	Length	Date	Air Time	Inv. Code (Placed'	Rate	Ad-ID	Priority
Alt Order #: 06868537												
WISH	POL/NRSC	NRSC2012	2012	Noon News	1158a-1230p	:30	10/26/12		Noon News	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	News 8 @5p	5-530p	:30	10/26/12		News 8 @5	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	Entertainment Tonight	728-8p	:30	10/26/12		M-F 730-8p	$900.00		P2
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 530p	530-6p	:30	10/26/12		News 8 @530	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	News 8 @6	558-630p	:30	10/26/12		News 8 @6	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	Friday 10-11p	958-11p	:30	10/26/12		Fri Hour 3	$3,500.00		P3
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 11 M-F	11-1135p	:30	10/26/12		LN M-F	$1,500.00		P2
WISH	POL/NRSC	NRSC2012	2012	CBS Evening News	630-7p	:30	10/26/12		CBS Evening News	$1,500.00		P1
WISH	POL/NRSC	NRSC2012	2012	News 8 @11 Saturday	11-1135p	:30	10/27/12		LN Sa	$1,000.00		P2
WISH	POL/NRSC	NRSC2012	2012	Daybreak Saturday	558-9a	:30	10/27/12		Daybreak Saturday	$450.00		P2
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 11 Sunday	11-1130p	:30	10/28/12		LN Su	$1,500.00		P2
WISH	POL/NRSC	NRSC2012	2012	Sunday 7-8p	658-8p	:30	10/28/12		Sun Hour 1	$6,000.00		P1
WISH	POL/NRSC	NRSC2012	2012	Sunday 10-11p	958-11p	:30	10/28/12		Sun Hour 4	$4,000.00		P2
WISH	POL/NRSC	NRSC2012	2012	Sunday 8-9p	758-9p	:30	10/28/12		Sun Hour 2	$5,000.00		P2
WISH	POL/NRSC	NRSC2012	2012	Daybreak Sunday	558-9a	:30	10/28/12		Daybreak Sunday	$350.00		P2
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 11 M-F	11-1135p	:30	10/29/12		LN M-F	$1,500.00		P2
WISH	POL/NRSC	NRSC2012	2012	News 8 @5p	5-530p	:30	10/29/12		News 8 @5	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	Monday 10-11p	958-11p	:30	10/29/12		Mon Hour 3	$3,700.00		P2
WISH	POL/NRSC	NRSC2012	2012	Daybreak @ 6	558-7a	:30	10/29/12		Daybreak @ 6	$650.00		P2
WISH	POL/NRSC	NRSC2012	2012	Entertainment Tonight	728-8p	:30	10/29/12		M-F 730-8p	$900.00		P2
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 530p	530-6p	:30	10/29/12		News 8 @530	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	News 8 @6	558-630p	:30	10/29/12		News 8 @6	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	CBS This Morning @7a	7-8a	:30	10/29/12		CBS This Morning	$500.00		P3
WISH	POL/NRSC	NRSC2012	2012	CBS This Morning @8	8-9a	:30	10/29/12		CBS This Morning	$150.00		P3
WISH	POL/NRSC	NRSC2012	2012	CBS Evening News	630-7p	:30	10/29/12		CBS Evening News	$1,500.00		P1
WISH	POL/NRSC	NRSC2012	2012	CBS Evening News	630-7p	:30	10/30/12		CBS Evening News	$1,500.00		P1
WISH	POL/NRSC	NRSC2012	2012	Daybreak @ 6	558-7a	:30	10/30/12	6:43:42 AM	Daybreak @ 6	$650.00		P2
WISH	POL/NRSC	NRSC2012	2012	CBS This Morning @7a	7-8a	:30	10/30/12	7:49:24 AM	CBS This Morning	$500.00		P3
WISH	POL/NRSC	NRSC2012	2012	CBS This Morning @8	8-9a	:30	10/30/12	8:46:05 AM	CBS This Morning	$150.00		P3
WISH	POL/NRSC	NRSC2012	2012	News 8 @5p	5-530p	:30	10/30/12	5:07:48 PM	News 8 @5	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 530p	530-6p	:30	10/30/12	5:51:12 PM	News 8 @530	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	News 8 @6	558-630p	:30	10/30/12	6:27:11 PM	News 8 @6 SP Sp	$1,200.00		P1
WISH	POL/NRSC	NRSC2012	2012	Entertainment Tonight	728-8p	:30	10/30/12	7:47:15 PM	M-F 730-8p	$900.00		P2
WISH	POL/NRSC	NRSC2012	2012	Tuesday 8-9p	758-9p	:30	10/30/12	8:19:32 PM	Tue Hour 1	$6,000.00		P2
WISH	POL/NRSC	NRSC2012	2012	News 8 @ 11 M-F	11-1135p	:30	10/30/12	11:24:57 PM	LN M-F	$1,500.00		P2
										$57,800.00		
										$57,800.00		

[Filtered by:] [Sorted by: Alt Order #]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:

I, Neil Williams

do hereby request station time concerning the following issue:

National Republican Senatorial Committee (NRSC)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: NRSC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☑ Yes ☐ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

NRSC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date	Signature	202-337-5700 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature	Printed Name	Title

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