



WKRN-TV
441 Murfreesboro Road
Nashville, TN 37210

WKRN-TV01 NASHVILLE WKRN.COM

Strategic Media Services
3299 K Street NW, Ste 200
Washington, DC 20007

Contract # 215348

Schedule Dates: 07/27/12-08/02/12
Advertiser: Pol/D Maggart/R/STR/TN (15387)
Agency: Strategic Media Services (1559)
Product: Political - State Representative (1115)
Brand: DEBRA MAGGART FR REP (111827)
Salesperson: Political National, AE (1494)
Sales Office: POLITICAL NATIONAL
Buyer Name: /
Phone/Fax: /
CPE: N/A
Account Types: Regional/Political/National Agency
Billing Type: Standard
Comments: DEBRA MAGGART FR REP
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** DEBRA MAGGART FOR TN STATE REP

Date Entered: 07/26/12
Last Modified: 07/26/12
Entered By: Liz Garmmon
CO-OP: No
Headline #: 06255191
Demo:
Order Type: Normal Spot (default)
Package Deal:
Commission %: 15.00
Commission: \$1,615.50
Net Total: \$9,154.50
Sales Tax:

WKRN (WKRN)	By Broadcast Month	Spots	Rate
	Jul. 2012	8	\$2,270.00
	Aug. 2012	18	\$8,500.00
	Grand Total:	26	\$10,770.00

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 / NWS	07/27/12-07/27/12	1	:30	5:58A- News 2 THIS MORNING/1D/6AM	1							1	1	\$400.00	\$400.00	WKRN (WKRN)		7/26/12
2.0	Normal Line / SPOT	07/27/12-07/27/12	1	:30	9:58A- The View	1							1	1	\$325.00	\$325.00	WKRN (WKRN)		7/26/12
3.0	Normal Line / NWS	07/27/12-07/27/12	1	:30	5P- News 2 at 5	1							1	1	\$300.00	\$300.00	WKRN (WKRN)		7/26/12
4.0	Normal Line / SPOT	07/27/12-07/27/12	1	:30	6:29P- Wheel of Fortune	1							1	1	\$750.00	\$750.00	WKRN (WKRN)		7/26/12
5.0	Normal Line / NWS	07/28/12-07/28/12	1	:30	5:58A- News 2 Weekend at 6:00 am	1							1	1	\$100.00	\$100.00	WKRN (WKRN)		7/26/12
6.0	Normal Line / SPOT	07/29/12-07/29/12	1	:30	7A- Good Morning America Sunday	1							1	1	\$170.00	\$170.00	WKRN (WKRN)		7/26/12
7.0	Normal Line / SPORTS	07/29/12-07/29/12	1	:30	10:35P- Sports Extra	1							1	1	\$200.00	\$200.00	WKRN (WKRN)		7/26/12
8.0	Normal Line / SPOT	07/28/12-07/28/12	1	:30	12:35A- Entertainers Weekly	1							1	1	\$25.00	\$25.00	WKRN (WKRN)		7/26/12
9.0	Normal Line / NWS	07/31/12-08/02/12	1	:30	5:58A- News 2 THIS MORNING/1D/6AM	1		1	1	1				3	\$400.00	\$1,200.00	WKRN (WKRN)		7/26/12
10.0	Normal Line / SPOT	07/30/12-07/30/12	1	:30	7A- Good Morning America	1							1	1	\$350.00	\$350.00	WKRN (WKRN)		7/26/12
11.0	Normal Line / SPOT	07/30/12-08/02/12	1	:30	9:58A- The View	1		1	1	1				2	\$325.00	\$650.00	WKRN (WKRN)		7/26/12

CONFIRMATION CONTRACT

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

For contract Terms and Conditions, please visit this site: <http://yahoofirms.com/images/TermsCon.pdf>.



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12.0	Normal Line / NWS	07/30/12-08/01/12	1	:30	5P- News 2 at 5	1	1	1	1					3	\$300.00	\$900.00	WKRN (WKRN)		7/26/12
13.0	Normal Line / NWS	07/30/12-08/01/12	1	:30	5:58P- News 2 at 6	1	1	1	1					3	\$375.00	\$1,125.00	WKRN (WKRN)		7/26/12
14.0	Normal Line / SPOT	07/30/12-08/01/12	1	:30	6:29P- Wheel of Fortune	1	1	1	1					3	\$750.00	\$2,250.00	WKRN (WKRN)		7/26/12
15.0	Normal Line / NWS	07/30/12-08/01/12	1	:30	9:59P- News 2 at 10	1	1	1	1					3	\$675.00	\$2,025.00	WKRN (WKRN)		7/26/12

CONFIRMATION CONTRACT

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Date: _____

Comments: _____

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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: 7/12/12
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I, Elizabeth Holland,
 being/on behalf of: Debra Maggart, a legally
 qualified candidate of the Republican political
 party for the office of: State Representative
 in the Primary Election
 election to be held on: 8/2

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: 10,770.00

CANDIDATE CERTIFICATION

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

1. Elizabeth Holland
(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.

Elizabeth C. Holland

signature of candidate or authorized committee

Elizabeth C. Holland

printed name

7/12/12

date