AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WRAL Raleigh, NC	10/~~08~~/12

I, Heidi Guerra
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)

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

Total Charges: Gross $42,500 | $36,125 N

This broadcast time will be used by: North Carolina Judicial Coalition

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

☐ Yes ☒ No

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

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):

N/A

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:

N.C. Judicial Coalition

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

10/11/12	Heidi Guerra	985-377-7161
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

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

Dave Lyles	Dave Lyles	Sales Manager
Signature	Printed Name	Title

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

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Innovative Advertising
403 N. Columbia St.
Covington, LA 70433

Contract / Revision	Alt Order #
119760 /	06392206

Product
NC JUDICIAL COALI.

Contract Dates	Estimate #
10/22/12 - 10/29/12	1022

Advertiser	Original Date / Revision
NC Judicial Coalition	10/23/12 / 10/23/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WRAL	Cheryl Blair	Washington Tel

Special Handling
CIA - Mark PAID

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRAL	10/24/12	10/26/12	WRAL 4:30am News	4:30a - 5am		:30			NM	3	$900.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	--WTF--	3	$300.00							
N 2	WRAL	10/29/12	10/29/12	WRAL 4:30am News	4:30a - 5am		:30			NM	2	$600.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	2------	2	$300.00							
N 3	WRAL	10/24/12	10/26/12	Noon News	12p-1p		:30			NM	3	$3,900.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	--WTF--	3	$1,300.00							
N 4	WRAL	10/29/12	10/29/12	Noon News	12p-1p		:30			NM	1	$1,300.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	1------	1	$1,300.00							
N 5	WRAL	10/24/12	10/26/12	5:30 News	530-6p		:30			NM	3	$12,000.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	--WTF--	3	$4,000.00							
N 6	WRAL	10/29/12	10/29/12	5:30 News	530-6p		:30			NM	2	$8,000.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	2------	2	$4,000.00							
N 7	WRAL	10/24/12	10/26/12	6pm News (M-F)	6-630p		:30			NM	2	$10,000.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	--WTF--	2	$5,000.00							
N 8	WRAL	10/29/12	10/29/12	6pm News (M-F)	6-630p		:30			NM	1	$5,000.00
	ISSUE CLASS OF TIME R10.9											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	1------	1	$5,000.00							

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
119760 /	06392206

Contract Dates	Product	Estimate #
10/22/12 - 10/29/12	NC JUDICIAL COALI.	**1022**

Advertiser	Original Date / Revision
NC Judicial Coalition	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 9	WRAL	10/27/12	10/27/12	7pm News	7-730p		:30			NM	1	$800.00
	ISSUE CLASS OF TIME R10.9											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/22/12	10/28/12	-----1-	1	$800.00						
								Totals			18	$42,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	12	$27,600.00	$23,460.00
10/29/12 -10/29/12	6	$14,900.00	$12,665.00
Totals	18	$42,500.00	$36,125.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and unti payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.