# 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: |
|---|---|
| WRAL-TV Raleigh NC | 9/7/12 |

I, Smart Media Group,

being/on behalf of: Pat McCrory, a legally

qualified candidate of the Republican political

party for the office of: Governor

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

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

**Total Charges:** $43945q / $37353.25 N

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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:

The Pat McCrory Committee

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:

Jonathan Massachi

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).

**To Be Signed By Candidate or Authorized Committee**

5/31/12
Date

Signature

**To Be Signed By Station Representative**

☑ Accepted ☐ Accepted in Part ☐ Rejected

Dave Lyles
Signature

Dave Lyles
Printed Name

Sales Manager
Title

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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, Pat McCrory
(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.

Julie A Keane
signature of candidate or authorized committee

printed name date

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# CONTRACT

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

| Contract / Revision | Alt Order # |
|---|---|
| 116616 / | 06218133 |

| Product |
|---|
| MCCRORY 9/07 |

| Contract Dates | Estimate # |
|---|---|
| 09/07/12 - 09/16/12 | 907916 |

| Advertiser | Original Date / Revision |
|---|---|
| Pat McCrory for Governor | 08/15/12 / 09/07/12 |

And:

**Smart Media**
**101 N. Columbus Street**
**Suite 200**
**Alexandria, VA 22314**

| 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+ |

| | | Total Ratings |
|---|---|---|
| | | 335.00 |
| **IDB#** | **Advertiser Code** | **Product Code** |
| | MCCRO | ORDR |

| Agency Ref | Advertiser Ref |
|---|---|
| | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | WRAL | 09/07/12 | 09/14/12 | Noon News | 12p-1p | | :30 | | | | NM | 2 | $630.00 |

CLASS 3 - CANDIDATE

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/03/12 | 09/09/12 | ------- | 0 | $0.00 | 0.00 |
| Week: | 09/10/12 | 09/16/12 | ----2-- | 2 | $315.00 | 6.50 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| D 2 | WRAL | 09/07/12 | 09/14/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 0 | $0.00 |

CLASS 4 - CANDIDATE

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 3 | WRAL | 09/07/12 | 09/14/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 2 | $350.00 |

CLASS 4 - CANDIDATE

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/03/12 | 09/09/12 | ----1-- | 1 | $175.00 | 3.60 |
| Week: | 09/10/12 | 09/16/12 | ----1-- | 1 | $175.00 | 3.60 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 4 | WRAL | 09/10/12 | 09/10/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | $875.00 |

CLASS 4 - CANDIDATE

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | 1------ | 1 | $450.00 | 8.20 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *1* | *WRAL* | *09/10/12-09/16/12* | *Young and the Restless* | *4-5p* | M---------- | *:30* | ~~*$450.00*~~ | 8.20 | *NM* |
| *See MG 4.2* | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | Young and the Restless | 4-5p | M---------- | :30 | $875.00 | 8.20 | NM |

(H) MG for 4.1 09/10
CLASS 2 CANDIDATE r8.23

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 5 | WRAL | 09/10/12 | 09/10/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | $175.00 |

CLASS 4 - CANDIDATE

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | 1------ | 1 | $175.00 | 3.60 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 6 | WRAL | 09/08/12 | 09/15/12 | WRAL 6a News Sat | 6-8a | | :30 | | | | NM | 1 | $150.00 |

CLASS 4 - CANDIDATE

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/03/12 | 09/09/12 | -----1- | 1 | $150.00 | 4.20 |
| Week: | 09/10/12 | 09/16/12 | -----1- | 1 | $150.00 | 4.20 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| *2* | *WRAL* | *09/10/12-09/16/12* | *WRAL 6a News Sat* | *6-8a* | -------Sa-- | *:30* | ~~*$150.00*~~ | 4.20 | *NM* |
| *Credited* | | | | | | | | | |

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

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| Contract / Revision | Alt Order # |
|---|---|
| 116616 / | 06218133 |

| Contract Dates | Product | Estimate # |
|---|---|---|
| **09/07/12 - 09/16/12** | MCCRORY 9/07 | **907916** |

| Advertiser | Original Date / Revision |
|---|---|
| **Pat McCrory for Governo** | 08/15/12 / 09/07/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| D 7 | WRAL | 09/09/12 | 09/16/12 | 6pm News (Sun) | 6-630p | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 8 | WRAL | 09/09/12 | 09/16/12 | WRAL Sun Morning News | 7-9a | | :30 | | | | NM | 1 | $150.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/03/12 | 09/09/12 | ------1 | 1 | $150.00 | 4.70 |
| Week: | 09/10/12 | 09/16/12 | ------1 | 1 | $150.00 | 4.70 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| 2 | *WRAL* | *09/10/12-09/16/12* | *WRAL Sun Morning News* | *7-9a* | ---------Su | *:30* | *~~$150.00~~* | 4.70 | *NM* |
| *Credited* | | | | | | | | | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 9 | WRAL | 09/16/12 | 09/16/12 | CBS Sunday Morning | 9-1030a | | :30 | | | | NM | 1 | $600.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | ------1 | 1 | $250.00 | 5.10 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| 1 | *WRAL* | *09/10/12-09/16/12* | *CBS Sunday Morning* | *9-1030a* | ---------Su | *:30* | *~~$250.00~~* | 5.10 | *NM* |
| *See MG 9.2* | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | CBS Sunday Morning | 9-1030a | ---------Su | :30 | $600.00 | 5.10 | NM |
| (M) MG for 9.1 09/16 | | | | | | | | | |
| CLASS 2 CANDIDATE r8.23 | | | | | | | | | |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 10 | WRAL | 09/13/12 | 09/13/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | $875.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | ---1--- | 1 | $450.00 | 8.20 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| 1 | *WRAL* | *09/10/12-09/16/12* | *Young and the Restless* | *4-5p* | ----Th----- | *:30* | *~~$450.00~~* | 8.20 | *NM* |
| *See MG 10.2* | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | Young and the Restless | 4-5p | ----Th----- | :30 | $875.00 | 8.20 | NM |
| (M) MG for 10.1 09/13 | | | | | | | | | |
| CLASS 2 CANDIDATE R8.23 | | | | | | | | | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 11 | WRAL | 09/13/12 | 09/13/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | $175.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | ---1--- | 1 | $175.00 | 3.60 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| D 12 | WRAL | 09/13/12 | 09/13/12 | Thu Hour 2 | 9-10p | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| D 13 | WRAL | 09/11/12 | 09/11/12 | Tue Hour 1 | 8-9p | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 14 | WRAL | 09/12/12 | 09/12/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | $875.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 09/10/12 | 09/16/12 | --1---- | 1 | $450.00 | 8.20 |

| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate | Rtg | Type |
|---|---|---|---|---|---|---|---|---|---|
| 1 | *WRAL* | *09/10/12-09/16/12* | *Young and the Restless* | *4-5p* | ---W------- | *:30* | *~~$450.00~~* | 8.20 | *NM* |
| *See MG 14.2* | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | Young and the Restless | 4-5p | ---W------- | :30 | $875.00 | 8.20 | NM |
| (M) MG for 14.1 09/12 | | | | | | | | | |
| CLASS 2 CANDIDATE R8.23 | | | | | | | | | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 15 | WRAL | 09/12/12 | 09/12/12 | CBS This Morning | 7am - 9am | | :30 | | | | NM | 1 | $175.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

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|---|---|
| 116616 / | 06218133 |

| Contract Dates | Product | Estimate # |
|---|---|---|
| **09/07/12 - 09/16/12** | MCCRORY 9/07 | **907916** |

| Advertiser | Original Date / Revision |
|---|---|
| **Pat McCrory for Governo** | 08/15/12 / 09/07/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week: | | 09/10/12 | 09/16/12 | --1---- (Weekdays) | 1 (Spots/Week) | | | | $175.00 (Rate) | 3.60 (Rating) | | | |
| N 16 | WRAL | 09/07/12 | 09/14/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 2 | $500.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ----1-- | 1 | | | | $250.00 | 3.60 | | | |
| Week: | | 09/10/12 | 09/16/12 | ----1-- | 1 | | | | $250.00 | 3.60 | | | |
| N 17 | WRAL | 09/10/12 | 09/10/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | $450.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | 1------ | 1 | | | | $250.00 | 3.60 | | | |
| Spot 1 | WRAL | 09/10/12-09/16/12 | | WRAL 5:30AM News | 530-6a | M---------- | :30 | | ~~$250.00~~ | 3.60 | NM | | |
| See MG 17.2 | | | | | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | | WRAL 5:30AM News | 530-6a | M---------- | :30 | | $450.00 | 3.60 | NM | | |
| (M) MG for 17.1 09/10 | | | | | | | | | | | | | |
| CLASS3 CANDIDATE R8.23 | | | | | | | | | | | | | |
| N 18 | WRAL | 09/15/12 | 09/15/12 | CBS This Sat Morning 8-9a | 8-9a | | :30 | | | | NM | 1 | $470.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----1- | 1 | | | | $200.00 | 3.80 | | | |
| Spot 1 | WRAL | 09/10/12-09/16/12 | | CBS This Sat Morning 8-9a | 8-9a | -------Sa-- | :30 | | ~~$200.00~~ | 3.80 | NM | | |
| See MG 18.2 | | | | | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | | WRAL News Sat. 9a-9:30a | 9:00a - 9:30a | -------Sa-- | :30 | | ~~$200.00~~ | 3.80 | NM | | |
| (M) See MG 18.3 | | | | | | | | | | | | | |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| 3 | WRAL | 09/10/12-09/16/12 | | CBS This Sat Morning 8-9a | 8-9a | -------Sa-- | :30 | | $470.00 | 3.80 | NM | | |
| (M) MG for 18.2 09/15 | | | | | | | | | | | | | |
| CLASS 2 CANDIDATE R8.23 | | | | | | | | | | | | | |
| N 19 | WRAL | 09/13/12 | 09/13/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | $450.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ---1--- | 1 | | | | $450.00 | 3.60 | | | |
| D 20 | WRAL | 09/11/12 | 09/11/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 21 | WRAL | 09/12/12 | 09/12/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 2 | $900.00 |
| CLASS | | | | | | | | | | | | | |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --2---- | 2 | | | | $450.00 | 3.60 | | | |
| N 22 | WRAL | 09/07/12 | 09/14/12 | Late News | 11-1135p | | :30 | | | | NM | 2 | $1,985.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ----1-- | 1 | | | | $650.00 | 7.70 | | | |
| Week: | | 09/10/12 | 09/16/12 | ----1-- | 1 | | | | $650.00 | 7.70 | | | |
| Spot 2 | WRAL | 09/10/12-09/16/12 | | Late News | 11-1135p | ------F---- | :30 | | ~~$650.00~~ | 7.70 | NM | | |
| See MG 22.3 | | | | | | | | | | | | | |
| 3 | WRAL | 09/10/12-09/16/12 | | Late News | 11-1135p | ------F---- | :30 | | $1,335.00 | 7.70 | NM | | |
| (M) MG for 22.2 09/14 | | | | | | | | | | | | | |
| CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | | |

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|---|---|
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| D 23 | WRAL | 09/14/12 | 09/14/12 | Letterman Friday | 1205x-107x | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 24 | WRAL | 09/14/12 | 09/14/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 2 | $2,230.00 |
| CLASS 3 - CANDIDATE R8.23 | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ----2-- | Spots/Week 2 | | Rate $1,115.00 | Rating 8.60 | | | | | |
| N 25 | WRAL | 09/14/12 | 09/14/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | $1,335.00 |
| CLASS 3 - CANDIDATE R8.23 | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ----1-- | Spots/Week 1 | | Rate $1,335.00 | Rating 10.90 | | | | | |
| N 26 | WRAL | 09/14/12 | 09/14/12 | Inside Edition | 7-730P | | :30 | | | | NM | 1 | $670.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ----1-- | Spots/Week 1 | | Rate $475.00 | Rating 7.30 | | | | | |
| Spot | Ch | Date Range | | Description | Start/End Time | Weekdays | Length | | Rate | Rtg | Type | | |
| 1 | *WRAL* | *09/10/12-09/16/12* | | *Inside Edition* | *7-730P* | ------F---- | *:30* | | *~~$475.00~~* | 7.30 | *NM* | | |
| *See MG 26.2* | | | | | | | | | | | | | |
| 2 | WRAL | 09/10/12-09/16/12 | | Inside Edition | 7-730P | ------F---- | :30 | | $670.00 | 7.30 | NM | | |
| Ⓜ MG for 26.1 09/14 | | | | | | | | | | | | | |
| CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | | |
| N 27 | WRAL | 09/07/12 | 09/07/12 | Entertaiment Tonight | 730-8P | | :30 | | | | NM | 1 | $475.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | Start Date 09/03/12 | End Date 09/09/12 | Weekdays ----1-- | Spots/Week 1 | | Rate $475.00 | Rating 5.00 | | | | | |
| N 28 | WRAL | 09/10/12 | 09/10/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | $1,335.00 |
| CLASS 3 - CANDIDATE R8.23 | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays 1------ | Spots/Week 1 | | Rate $1,335.00 | Rating 7.70 | | | | | |
| N 29 | WRAL | 09/10/12 | 09/10/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 1 | $270.00 |
| CLASS 3 - CANDIDATE R8.23 | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays 1------ | Spots/Week 1 | | Rate $270.00 | Rating 3.50 | | | | | |
| N 30 | WRAL | 09/10/12 | 09/10/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | $1,115.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays 1------ | Spots/Week 1 | | Rate $1,115.00 | Rating 8.60 | | | | | |
| N 31 | WRAL | 09/10/12 | 09/10/12 | 6pm News (M-F) | 6-630p | | :30 | | | | NM | 1 | $1,335.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays 1------ | Spots/Week 1 | | Rate $1,335.00 | Rating 10.90 | | | | | |
| N 32 | WRAL | 09/10/12 | 09/10/12 | Inside Edition | 7-730P | | :30 | | | | NM | 1 | $670.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays 1------ | Spots/Week 1 | | Rate $670.00 | Rating 7.30 | | | | | |
| N 33 | WRAL | 09/16/12 | 09/16/12 | Face The Nation 1030-1130 | 1030-1130 | | :30 | | | | NM | 1 | $200.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ------1 | Spots/Week 1 | | Rate $200.00 | Rating 2.40 | | | | | |
| N 34 | WRAL | 09/09/12 | 09/09/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | $650.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |

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

| Contract / Revision | Alt Order # |
|---|---|
| 116616 / | 06218133 |

| Contract Dates | Product | Estimate # |
|---|---|---|
| **09/07/12 - 09/16/12** | MCCRORY 9/07 | **907916** |

| Advertiser | Original Date / Revision |
|---|---|
| **Pat McCrory for Governo** | 08/15/12 / 09/07/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ------1 | 1 | $650.00 | 7.70 | | | | | | |
| N 35 | | WRAL 09/09/12 | 09/16/12 | 60 Minutes | 7-8p | | :30 | | | | NM | 2 | $5,340.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/03/12 | 09/09/12 | ------1 | 1 | $2,670.00 | 7.90 | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ------1 | 1 | $2,670.00 | 7.90 | | | | | | |
| N 36 | | WRAL 09/13/12 | 09/13/12 | Late News | 11-1135p | | :30 | | | | NM | 1 | $1,335.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ---1--- | 1 | $1,335.00 | 7.70 | | | | | | |
| N 37 | | WRAL 09/13/12 | 09/13/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | $1,115.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ---1--- | 1 | $1,115.00 | 8.60 | | | | | | |
| N 38 | | WRAL 09/13/12 | 09/13/12 | Inside Edition | 7-730P | | :30 | | | | NM | 1 | $670.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ---1--- | 1 | $670.00 | 7.30 | | | | | | |
| D 39 | | WRAL 09/11/12 | 09/11/12 | Late News | 11-1135p | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| D 40 | | WRAL 09/11/12 | 09/11/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 41 | | WRAL 09/12/12 | 09/12/12 | 5:30 News | 530-6p | | :30 | | | | NM | 1 | $1,115.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --1---- | 1 | $1,115.00 | 8.50 | | | | | | |
| D 42 | | WRAL 09/11/12 | 09/11/12 | Inside Edition | 7-730P | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| D 43 | | WRAL 09/11/12 | 09/11/12 | Tue Hour 2 | 9-10p | | :30 | | | | NM | 0 | $0.00 |
| CLASS 4 - CANDIDATE | | | | | | | | | | | | | |
| N 44 | | WRAL 09/12/12 | 09/12/12 | Late News | 11-1135p | | :30 | | | | NM | 2 | $2,670.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --2---- | 2 | $1,335.00 | 7.70 | | | | | | |
| N 45 | | WRAL 09/12/12 | 09/12/12 | David Letterman | 1135p-1237a | | :30 | | | | NM | 1 | $270.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --1---- | 1 | $270.00 | 3.50 | | | | | | |
| N 46 | | WRAL 09/12/12 | 09/12/12 | 5:00 First News | 5-530p | | :30 | | | | NM | 1 | $1,115.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --1---- | 1 | $1,115.00 | 8.60 | | | | | | |
| N 47 | | WRAL 09/12/12 | 09/12/12 | Inside Edition | 7-730P | | :30 | | | | NM | 2 | $1,340.00 |
| CLASS 3 - CANDIDATE | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --2---- | 2 | $670.00 | 7.30 | | | | | | |
| N 48 | | WRAL 09/14/12 | 09/16/12 | Letterman Friday | 1205x-107x | | :30 | | | | NM | 1 | $85.00 |
| CLASS 4 CANDIDATE R8.23 | | | | | | | | | | | | | |

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| Contract / Revision | Alt Order # |
|---|---|
| 116616 / | 06218133 |

| Contract Dates | Product | Estimate # |
|---|---|---|
| **09/07/12 - 09/16/12** | MCCRORY 9/07 | **907916** |

| Advertiser | Original Date / Revision |
|---|---|
| **Pat McCrory for Governo** | 08/15/12 / 09/07/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ----F-- | Spots/Week 1 | Rate $85.00 | Rating 3.50 | | | | | | |
| N 49 | WRAL | 09/14/12 | 09/16/12 | Young and the Restless | 4-5p | | :30 | | | | NM | 1 | $875.00 |
| | CLASS 2 CANDIDATE R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ----F-- | Spots/Week 1 | Rate $875.00 | Rating 8.20 | | | | | | |
| N 50 | WRAL | 09/15/12 | 09/16/12 | WRAL 6a News Sat | 6-8a | | :30 | | | | NM | 1 | $270.00 |
| | CLASS 3 CANDIDATE - R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays -----S- | Spots/Week 1 | Rate $270.00 | Rating 4.20 | | | | | | |
| N 51 | WRAL | 09/15/12 | 09/16/12 | WRAL Sun Morning News | 7-9a | | :30 | | | | NM | 1 | $400.00 |
| | CLASS 3 CANDIDATE - R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ------S | Spots/Week 1 | Rate $400.00 | Rating 4.20 | | | | | | |
| N 52 | WRAL | 09/13/12 | 09/16/12 | Thu Hour 3 | 10-11p | | :30 | | | | NM | 1 | $2,450.00 |
| | CLASS 3 CANDIDATE - R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ---T--- | Spots/Week 1 | Rate $2,450.00 | Rating 0.00 | | | | | | |
| N 53 | WRAL | 09/12/12 | 09/14/12 | WRAL 5:30AM News | 530-6a | | :30 | | | | NM | 1 | $450.00 |
| | CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays --WTF-- | Spots/Week 1 | Rate $450.00 | Rating 0.00 | | | | | | |
| N 54 | WRAL | 09/10/12 | 09/10/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | $315.00 |
| | CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays M------ | Spots/Week 1 | Rate $315.00 | Rating 6.50 | | | | | | |
| N 55 | WRAL | 09/13/12 | 09/13/12 | Noon News | 12p-1p | | :30 | | | | NM | 2 | $630.00 |
| | CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ---2--- | Spots/Week 2 | Rate $315.00 | Rating 6.50 | | | | | | |
| N 56 | WRAL | 09/12/12 | 09/12/12 | Noon News | 12p-1p | | :30 | | | | NM | 1 | $315.00 |
| | CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays --W---- | Spots/Week 1 | Rate $315.00 | Rating 6.50 | | | | | | |
| N 57 | WRAL | 09/13/12 | 09/16/12 | Thu Hour 2 | 9-10p | | :30 | | | | NM | 1 | $3,115.00 |
| | CLASS 3 CANDIDATE R8.23 | | | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ---T--- | Spots/Week 1 | Rate $3,115.00 | Rating 0.00 | | | | | | |
| | | | | | | | | Totals | | 335.00 | | 57 | $43,945.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---|---|---|---|
| 08/27/12 -09/16/12 | 57 | $43,945.00 | $37,353.25 |
| Totals | 57 | $43,945.00 | $37,353.25 |

**Signature:** _____ **Date:** _____

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