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	11/1/12

I, HEIDI GUERRA,

being/on behalf of: WESLEY MEREDITH, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SENATE

in the GENERAL

election to be held on: 11/6/12

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: $22,650 GROSS / $19252.50

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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:

N/A

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

WESLEY MEREDITH FOR STATE SENATE

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:

KAY GUMBILL

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

11/1/12 — Date

HEIDI GUERRA — 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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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 #
120154 /	

Product
MEREDITH FOR NC SENATE

Contract Dates	Estimate #
11/01/12 - 11/05/12	**1037**

Advertiser	Original Date / Revision
Wesley Meredith for State Senate	10/31/12 / 10/31/12

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+

		Total Ratings
		98.80
IDB#	Advertiser Code	Product Code

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	11/01/12	11/05/12	Young and the Restless	4-5p		:30				NM	3	$4,800.00

CLASS 1 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	---TF--	2	$1,600.00	7.10
Week:	11/05/12	11/11/12	M------	1	$1,600.00	7.10

N 2	WRAL	11/01/12	11/04/12	Face The Nation 1030-1130	1030-1130		:30				NM	1	$735.00

CLASS 2 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	------S	1	$735.00	1.30

N 3	WRAL	11/01/12	11/05/12	WRAL AM News	6-7a		:30				NM	4	$3,600.00

CLASS 3 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	---TF--	2	$900.00	4.90
Week:	11/05/12	11/11/12	M------	2	$900.00	4.90

N 4	WRAL	11/01/12	11/05/12	Noon News	12p-1p		:30				NM	3	$2,400.00

CLASS 2 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	---TF--	2	$800.00	5.80
Week:	11/05/12	11/11/12	M------	1	$800.00	5.80

N 5	WRAL	11/01/12	11/05/12	5:30 News	530-6p		:30				NM	3	$5,340.00

CLASS 3 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	---TF--	2	$1,780.00	8.40
Week:	11/05/12	11/11/12	M------	1	$1,780.00	8.40

N 6	WRAL	11/01/12	11/04/12	CBS Sunday Morning	9-1030a		:30				NM	1	$490.00

CLASS 3 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	------S	1	$490.00	4.40

N 7	WRAL	11/01/12	11/04/12	ACC Football	12N-330P		:30				NM	2	$5,000.00

CLASS 1 CANDIDATE R9.26

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	-----S-	2	$2,500.00	4.80

(* 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 #
120154 /	

Contract Dates	Product	Estimate #
11/01/12 - 11/05/12	MEREDITH FOR NC SE	**1037**

Advertiser	Original Date / Revision
Wesley Meredith for State	10/31/12 / 10/31/12

*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						
N	8	WRAL 11/01/12	11/04/12	WRAL 5:30AM News	530-6a		:30				NM	1	$250.00
		CLASS 4 CANDIDATE R9.26											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week:	10/29/12	11/04/12	---TF--	1	$250.00	0.00						
N	9	WRAL 11/01/12	11/04/12	WRAL 4:30am News	4:30a - 5am		:30				NM	1	$30.00
		CLASS 4 CANDIDATE R9.26											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week:	10/29/12	11/04/12	---TF--	1	$30.00	0.00						
								Totals	98.80			19	$22,645.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	19	$22,645.00	$19,248.25
Totals	19	$22,645.00	$19,248.25

Signature: _____ **Date:** _____

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