

ORDER

WCOV-TV

Orders
Order / Rev: 21992
Alt Order #:
Product Desc: POLITICAL - JOHNNY FORD FOR DIS1
Estimate: POLITICAL - JOHNNY FORD FOR DIS1
Flight Dates: 07/10/18 - 07/17/18
Original Date / Rev: 07/09/18 / 07/09/18
Order Type: GENERAL

Primary AE: Minea Baker
Sales Office: MONT
Sales Region: LOC

Agency Name: Political- Johnny Ford
Buying Contact:
Billing Contact:
 230 Garden St.
 Cambridge, MA 02138

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser Name: Political- Johnny Ford
Demographic: A18+
Product Codes: PL1
Priority: \$0
Revenue Codes: DIR, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/18	07/17/18	20	\$1,000.00	\$1,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Imp.
July 2018	20	\$1,000.00	\$1,000.00	163
Totals	20	\$1,000.00	\$1,000.00	163

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Minea Baker			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Imp	Type	Spots	Amount
N 1	WCOV	07/10/18	07/17/18	Court 12n-1p M-F 12n-1p Judge Mathis	CM	12n-1p	MTWTF--	:30	4	\$75.00	L-3	9.4	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Imp</u>			
		Week: 07/09/18	07/15/18	-TWTF--					4	\$75.00		9.4			
		Week: 07/16/18	07/22/18	MT-----					2	\$75.00		9.4			
N 2	WCOV	07/10/18	07/17/18	Court 1p-2p M-F 1p-2p People's Court	CM	1p-2p	MTWTF--	:30	4	\$75.00	L-3	11.9	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Imp</u>			
		Week: 07/09/18	07/15/18	-TWTF--					4	\$75.00		11.9			
		Week: 07/16/18	07/22/18	MT-----					2	\$75.00		11.9			
N 3	WCOV	07/10/18	07/17/18	M-F 1105p-1205am M-F 1105p-1205am Mathis	CM	1105p-1205am	-TWTF--	:30	3	\$15.00	L-4	6.5	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Imp</u>			
		Week: 07/09/18	07/15/18	-TWTF--					3	\$15.00		6.5			
		Week: 07/16/18	07/22/18	M-----					1	\$15.00		6.5			
N 4	WCOV	07/10/18	07/17/18	M-F 1205am-105a M-F 1205a-105a People Crt	CM	1205a-105a	-TWTF--	:30	3	\$10.00	L-4	2.3	NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Imp</u>			
		Week: 07/09/18	07/15/18	-TWTF--					3	\$10.00		2.3			
		Week: 07/16/18	07/22/18	M-----					1	\$10.00		2.3			
													Totals	20	\$1,000.00

Johnny Ford House Rep Dist 82 #2

Book: MAY 18 SELLING



Market: MONTGOMERY (SELMA) [124]
 Schedule Date: 7/10/2018 - 7/17/2018
 Spot Length(s): :30
 Book: MAY 18 SELLING
 Author: Minea Baker

Web Site: www.wcov.com

Flight Dates: 7/10/2018-7/17/2018

Program Time	Spot Length	JL 10	JL 16	DMA P18+ 000	W k s	Rate Spots
WCOV						
JUDGE MATHIS/JUDGE MATHIS	:30	4	2	p9.4	2	\$75.00
GRPs/Impressions				56.4		6
Mo-Fr 12:00p-1:00p						
PEOPLES COURT	:30	4	2	p11.9	2	\$75.00
GRPs/Impressions				71.4		6
Mo-Fr 1:00p-2:00p						
JUDGE MATHIS	:30	3	1	p6.5	2	\$15.00
GRPs/Impressions				26		4
Mo-Fr 11:05p-12:05a						
PEOPLE'S COURT	:30	3	1	p2.3	2	\$10.00
GRPs/Impressions				9.2		4
Mo-Fr 12:05a-1:05a						

Total Cost: \$1,000.00

Signature

General Summary (DMA P18+ D.000)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Pop
WCOV	20	\$1,000.00	36.8	163.0	\$27.17	\$6.13	17.0	2.2	420,902

NAB Form PB-18 Candidates

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:

Fox 20

Date:

7/9/18

I, Johnny FORDbeing/on behalf of: Johnny FORDa legally qualified candidate of the State of Ala. House District 82political party for the office of: Democratin the Democratic Run offelection to be held on: July 17, 2018

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

NAB Form PB-18 Candidates

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

Johnny Ford

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:

Johnny Ford (Sole Committee)

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

07/09/18

Date

[Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title