

**ORDER**

WCOV-TV

**Orders**  
**Order / Rev:** 22661  
**Alt Order #:**  
**Product Desc:** Walt Maddox for Governor  
**Estimate:** Political - Democrat  
**Flight Dates:** 10/15/18 - 10/21/18  
**Original Date / Rev:** 10/12/18 / 10/12/18  
**Order Type:** GENERAL

**Primary AE:** Eve Slater  
**Sales Office:** MONT  
**Sales Region:** LOC

**Agency**  
**Name:** Matrix, LLC  
**Buying Contact:** Kim Hines  
**Billing Contact:**  
 PO Box 70558  
 Montgomery, AL 36107

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Political-Walt Maddox  
**Demographic:** A18+  
**Product Codes:** PL1  
**Priority:** L-3  
**Revenue Codes:** AGY, 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
10/01/18	10/19/18	5	\$750.00	\$637.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	5	\$750.00	\$637.50	0.00
<b>Totals</b>	<b>5</b>	<b>\$750.00</b>	<b>\$637.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Eve Slater			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCOV	10/15/18	10/19/18	M-F 9p-935p Late News	CM	9p-935p	MTW-F--	:30	4	\$150.00	L-3	0.00	NM	4	\$600.00
				M-F 9p-935p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/18	10/21/18	MTW-F--		4				\$150.00		0.00			
N 2	WCOV	10/18/18	10/18/18	M-SU 10p-1205a Late News	CM	10-1205a	---T---	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
				M-Su 10-1205a Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/18	10/21/18	---T---		1				\$150.00		0.00			
													<b>Totals</b>	<b>5</b>	<b>\$750.00</b>

Order # 22601

Station	Day	Daypart	Program	Cost Total	# of Spots	Mon 15-Oct	Tue 16-Oct	Wed 17-Oct	Thur 18-Oct	Fri 19-Oct
WCOV Fox Eve Slater	M-F	9-935P	LATE NEWS		0					
				\$150.00	\$750.00	5	1	1	1	1
					\$0.00	0				
						0				
						5				
				Gross	\$750.00					
				Net	\$637.50					

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

**FEDERAL CANDIDATE**

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**STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Kim Hines,

being/on behalf of: Walt Maddox,

a legally qualified candidate of the Governor

political party for the office of: Democratic

in the General

election to be held on: November 6, 2018

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					

**Attach proposed schedule with charges (if available):**

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

Walt Maddox for Govenor

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:

Josh Taylor

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***

*Kirk Hines*

Date

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title