

ORDER

WCOV-TV

Orders
Order / Rev: 22744
Alt Order #:
Product Desc: Walt Maddox for Governor
Estimate: Political - Democrat
Flight Dates: 11/02/18 - 11/05/18
Original Date / Rev: 11/01/18 / 11/01/18
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
10/29/18	11/05/18	6	\$600.00	\$510.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	6	\$600.00	\$510.00	0.00
Totals	6	\$600.00	\$510.00	0.00

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
E 1	WCOV	11/03/18	11/03/18	M-SU 10p-1205a Late News	CM	10-1205a	-----S-	:30	2	\$75.00	L-3	0.00	NM	2	\$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: 10/29/18	11/04/18	-----S-		2				\$75.00		0.00			
E 2	WCOV	11/04/18	11/04/18	Sun 9-930p Late News	CM	9p-930p	-----S	:30	2	\$75.00	L-4	0.00	NM	2	\$150.00
				Sun 9p-930p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S		2				\$75.00		0.00			
E 3	WCOV	11/02/18	11/05/18	M-F 9p-935p Late News	CM	9p-935p	M---F--	:30	1	\$150.00	L-4	0.00	NM	2	\$300.00
				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: 10/29/18	11/04/18	----F--		1				\$150.00		0.00			
		Week: 11/05/18	11/11/18	M-----		1				\$150.00		0.00			
Totals														6	\$600.00

Eve Stater: AE

Walt Maddox Political Candidate - Governor

Cost	Total	# of Spots	Fri 2-Nov	Sat 3-Nov	Sun 4-Nov	Mon 5-Nov
	\$0.00	0				
\$150.00	\$600.00	4	1	2	1	1
	\$0.00	0	@150	@175	@175	@150
	\$0.00	0		↓		
	\$0.00	0		use		
				M-Sun		
				Late		
				News		
				Late		
				Run		
				11/3		
Gross	\$600.00	4				
Net	\$510.00					

Rev Code 1 - Agency ✓
 Rev Code 2 - Political ✓
 Rev Code 3 - Candidate ✓

MB
 11/1/18

22744
 10/1/18
 JMC

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: <div style="font-size: 1.2em; margin-top: 10px;">WCOV - Montgomery</div>	Date: <div style="font-size: 1.2em; margin-top: 10px;">11/1/2018</div>
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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 Primary

election to be held on: June 5, 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

11/1/2018

Date

Kira Hines

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Eve Slater

Signature

Eve D. SLATER

Printed Name

Sales

Title