

**ORDER**

WCOV-TV

**Orders**  
**Order / Rev:** 22685  
**Alt Order #:**  
**Product Desc:** Walt Maddox for Governor  
**Estimate:** Political - Democrat  
**Flight Dates:** 10/20/18 - 10/22/18  
**Original Date / Rev:** 10/19/18 / 10/19/18  
**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	10/22/18	3	\$350.00	\$297.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	3	\$350.00	\$297.50	0.00
<b>Totals</b>	<b>3</b>	<b>\$350.00</b>	<b>\$297.50</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
E 1	WCOV	10/20/18	10/22/18	M-SU 10p-1205a Late News M-Su 10-1205a Late News	NM	10-1205a	-----S-	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		<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	-----S-		1				\$100.00		0.00			
Week:		10/22/18	10/28/18	-----		0				\$0.00		0.00			
2	WCOV	10/20/18	10/22/18	Sun 9-930p Late News Sun 9p-930p Late News	CM	9p-930p	-----S	:30	1	\$100.00	L-3	0.00	NM	1	\$100.00
		<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	-----S		1				\$100.00		0.00			
Week:		10/22/18	10/28/18	-----		0				\$0.00		0.00			
E 3	WCOV	10/20/18	10/22/18	M-F 9p-935p Late News M-F 9p-935p Late News	CM	9p-935p	M-----	:30	1	\$150.00	L-3	0.00	NM	1	\$150.00
		<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	-----		0				\$0.00		0.00			
Week:		10/22/18	10/28/18	M-----		1				\$150.00		0.00			
													<b>Totals</b>	<b>3</b>	<b>\$350.00</b>

MB 10/18/18

Daypart	Program	Cost	Total	# of Spots	Sat 20-Oct	Sun 21-Oct	Mon 22-Oct
		30					
9-935P	LATE NEWS	\$150.00	\$150.00	1			1
9-935P	LATE NEWS	\$100.00	\$100.00	1	1		
9-935P	LATE NEWS	\$100.00	\$100.00	1		1	
				0			
	Gross		\$350.00	3			
	Net		\$297.50				

# 22685  
10/18/18  
kmc

## 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:**

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***

\_\_\_\_\_ *Kim Hines* \_\_\_\_\_  
Date Signature

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

☒ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title