

ORDER

WCOV-TV

Orders
Order / Rev: 22636
Alt Order #:
Product Desc: POLITICAL - WALT MADDOX FOR GOV
Estimate: POLITICAL - WALT MADDOX FOR GOV
Flight Dates: 10/09/18 - 10/15/18
Original Date / Rev: 10/08/18 / 10/08/18
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: A18-49
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	10/15/18	5	\$750.00	\$637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	5	\$750.00	\$637.50	0.00
Totals	5	\$750.00	\$637.50	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
N 1	WCOV	10/09/18	10/15/18	M-F 9p-935p Late NewsCM		9p-935p	MTWTF--	:30	1	\$150.00	L-3	0.00	NM	5	\$750.00
				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:		10/08/18	10/14/18	-TWTF--		4				\$150.00		0.00			
Week:		10/15/18	10/21/18	M-----		1				\$150.00		0.00			
													Totals	5	\$750.00

Political Walt Maddox for Governor

AE: Eve Slater

Station
WCOV Fox
Eve Slater

Day
M-F

Daypart
9-935P

Program
LATE NEWS

Cost Total	# of Spots	Mon	Tue	Wed	Thur	Fri
\$0.00	0					
\$150.00	5	1	1	1	1	1
\$750.00	0					
\$0.00	0					
\$0.00	0					
\$0.00	0					
\$750.00	5					
\$637.50						

10/15

10/8/18

Rev Code 1 - Agency

Rev Code 2 - Political

Rev Code 3 - Cond - Political Candidate

#22636
10/08/18
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:
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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 Governor

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