

ORDER WORKSHEET

Rep Order# 10448397 Ver# 1 Status New
EC'd No

Station WBMA-TV BIRMINGHAM, AL
Advertiser (NW80) POLITICAL
Product MARSH FOR SENATE
Estimate# 1022
Buyer MARIANNE CAMPBELL

Traffic Order#

Agency (MCLA) MCLAUGHLIN & ASSOCIATES
566 SOUTH ROUTE 303
BLAUVELT, NY 10913
Agency C/P1/P2/E /1022
Flight Dates 10/21/14-10/27/14

Printed: 10/20/14 12:30 PM
Last Received: 10/20/14 12:11 PM
Showing Buylines: All Rep and Station Changes

1 of 3

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (SY) SHANNON YALLOF
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POL ORD STARTS 10/21 PLS CF.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	M	6A-7A	NEWS	30	-	-	\$275.00	10/27-10/27	1	1	1	\$275.00
2	Tu-F	6A-7A	NEWS	30	-	-	\$275.00	10/21-10/24	4	1	4	\$1,100.00
3	M	7A-9A	NEWS	30	-	-	\$300.00	10/27-10/27	2	1	2	\$600.00
4	Tu-F	7A-9A	NEWS	30	-	-	\$300.00	10/21-10/24	8	1	8	\$2,400.00
5	M	11A-12P	NEWS	30	-	-	\$145.00	10/27-10/27	2	1	2	\$290.00
6	Tu-F	11A-12P	NEWS	30	-	-	\$145.00	10/21-10/24	8	1	8	\$1,160.00
7	M	4P-5P	NEWS	30	-	-	\$150.00	10/27-10/27	1	1	1	\$150.00
8	Tu-F	4P-5P	NEWS	30	-	-	\$150.00	10/21-10/24	4	1	4	\$600.00
9	M	5P-530P	NEWS	30	-	-	\$450.00	10/27-10/27	1	1	1	\$450.00
10	Tu-F	5P-530P	NEWS	30	-	-	\$450.00	10/21-10/24	4	1	4	\$1,800.00
11	M	6P-630P	NEWS	30	-	-	\$550.00	10/27-10/27	1	1	1	\$550.00

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Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (SYI) SHANNON YALLOF
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
12	Tu-F	6P-630P	NEWS	30	-	-	\$550.00	10/21-10/24	4	1	4	\$2,200.00
13	M	630P-7P	WHEEL	30	-	-	\$600.00	10/27-10/27	1	1	1	\$600.00
14	Tu-F	630P-7P	WHEEL	30	-	-	\$600.00	10/21-10/24	4	1	4	\$2,400.00
15	M	10P-1030P	NEWS	30	-	-	\$650.00	10/27-10/27	1	1	1	\$650.00
16	Tu-F	10P-1030P	NEWS	30	-	-	\$650.00	10/21-10/24	4	1	4	\$2,600.00
17	Sa	7A-8A	NEWS	30	-	-	\$70.00	10/25-10/25	1	1	1	\$70.00
18	Sa	6P-630P	NEWS	30	-	-	\$300.00	10/25-10/25	1	1	1	\$300.00
19	Sa	630P-7P	WHEEL	30	-	-	\$250.00	10/25-10/25	1	1	1	\$250.00
20	Su	5P-530P	NEWS	30	-	-	\$300.00	10/26-10/26	1	1	1	\$300.00
21	Su	10P-1030P	NEWS	30	-	-	\$650.00	10/26-10/26	1	1	1	\$650.00

---REPORT TOTALS---

Report Totals: 55 / \$19,395.00

---SALES MONTHLY TOTALS---

Oct2014: 45 / \$15,830.00
Order Totals: 55 / \$19,395.00
Total GRPs: 0.0
---COMPETITIVE---

Market Totals \$73,577.39 CABL .00% EBMA .00% GBMA .00% IBMA .00% WABM .00%

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Advertiser (NW80) POLITICAL	566 SOUTH ROUTE 303	Salesperson (SY1) SHANNON YALLOF		Sales Assistant	
Product MARSH FOR SENATE	BLAUVELT, NY 10913	Salesperson Phone# 202-955-5342		Salesperson Fax#	
Estimate# 1022	Agency C/P1/P2/E /1022			WPXH .00%	WTTO .00%
Buyer MARIANNE CAMPBELL	Flight Dates 10/21/14-10/27/14			WIAT 9.79%	
	WBMA 26.36%	WBRC 48.19%			
	WVTM 15.66%	WVUA .00%			

Books [null]
Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS

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:

Charter Media - Birmingham

Date:

August 14, 2014

I, McLaughlin & Associates,

being/on behalf of: Del Marsh,

a legally qualified candidate of the AL State Senate

political party for the office of: State Senator 12

in the General

election to be held on: Nov 4, 2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

MARSH FOR SENATE

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:

DEL MARSH

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

8.14.14

Date

M Campbell

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date

McLAUGHLIN & ASSOCIATES INC.
MEDIA ACCOUNT
566 ROUTE 303
BLAUVELT, NY 10913

KeyBank National Association
Orangeburg, New York 10962

16886

50-6937
574

13844

3001

266292

10/17/2014

PAY TO THE
ORDER OF WBMA-TV

\$ **16,485.75

Sixteen Thousand Four Hundred Eighty-Five and 75/100*****

DOLLAR

WBMA-TV
800 Concourse Pkwy.
Suite 200
Birmingham, AL 35244

MEMO

Marsh For Senate

Orange
AUTHORIZED SIGNATURE