

Brandon Falls DA - TV ADD-ON Buy Detail

266670

Revision #: Date: 10/19/2016

Client: CSI Media Consultants

Media: TV

Product: Brandon Falls

Market: Birmingham

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 3885

Vendor: WBMA-S2

Description: Brandon Falls_DA_2016 General_TV Add-on

Flight Start Date: 10/24/2016 03:00 AM

Flight End Date: 11/13/2016 02:59 AM

Survey: Nov16 Proj. (Nov15 HUT, Jun16 SHR)
DMA Nielsen Live+SD

Buyer: Darcy Dean

Send Billing To: Davis South Barnette & Patrick, Inc
205 St Emanuel Street

Mobile, AL 36602

Phone: 205-982-3808

Fax: 205-982-3820

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/24	Total Spots	Adults 35+ Rtg/CPP
WBMA-S2								
1	MTuWThF 4:30a- 5:00a ABC33/40-NW430 class5	EM	\$10.00	\$8.50	30	2	2	0.6 \$16.67 \$14.17
2	MTuWThF 6:00a- 7:00a ABC33/40-NWS 6 class5	EM	\$150.00	\$127.50	30	2	2	1.8 \$83.33 \$70.83
3	MTuWThF 7:00a- 9:00a GD MRN AMR-ABC< class5	EM	\$150.00	\$127.50	30	3	3	2.7 \$55.56 \$47.22
4	MTuWThF 9:00a-10:00a TALK OF ALABAMA class5	DT	\$100.00	\$85.00	30	2	2	1.7 \$58.82 \$50.00
5	MTuWThF 10:00a-11:00a VIEW-ABC< class5	DT	\$120.00	\$102.00	30	2	2	1.9 \$63.16 \$53.68
6	MTuWThF 11:00a-12:00p 11A NEWS class5	DT	\$100.00	\$85.00	30	2	2	2.4 \$41.67 \$35.42
7	MTuWThF 12:00p- 1:00p CHEW-ABC class5	DT	\$120.00	\$102.00	30	2	2	1.8 \$66.67 \$56.67
8	MTuWThF 1:00p- 2:00p GENRL HOSPITAL class5	DT	\$150.00	\$127.50	30	2	2	2.2 \$68.18 \$57.95
9	MTuWThF 3:00p- 4:00p DR. OZ< class5	EF	\$100.00	\$85.00	30	2	2	1.4 \$71.43 \$60.71
10	MTuWThF 4:00p- 5:00p FOCUS @ 4< class5	EN	\$100.00	\$85.00	30	2	2	3.1 \$32.26 \$27.42

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WBMA-S2								
11	MTuWThF 5:00p- 5:30p 33/40 NEWS-5 class5	EN	\$300.00	\$255.00	30	2	2	5.5 \$54.55 \$46.36
12	MTuWThF 6:00p- 6:30p 33/40 NEWS-6 class5	EN	\$400.00	\$340.00	30	1	1	6.7 \$59.70 \$50.75
13	MTuWThF 6:30p- 7:00p WHEEL-FORTNE class5	PA	\$475.00	\$403.75	30	1	1	7.5 \$63.33 \$53.83
14	MTuWTh 10:00p-10:35p M-TH 10P NEWS class5	LN	\$375.00	\$318.75	30	1	1	4.5 \$83.33 \$70.83
15	F 10:00p-10:20p FRI 10P NEWS class5	LN	\$375.00	\$318.75	30	1	1	5.0 \$75.00 \$63.75
16	MTuWTh 10:35p-11:35p KIMMEL class5	LF	\$75.00	\$63.75	30	2	2	1.9 \$39.47 \$33.55
17	F 10:20p-11:05p FRIDAY NIGHT BLITZ class5	LF	\$5.00	\$4.25	30	1	1	3.7 \$1.35 \$1.15
18	Sa 7:00a- 8:00a GD MRN-SAT-ABC class5	EM	\$50.00	\$42.50	30	1	1	1.7 \$29.41 \$25.00
19	Su 7:00a- 8:00a GD MRN-SUN-ABC class5	EM	\$50.00	\$42.50	30	1	1	1.8 \$27.78 \$23.61
20	Sa 6:00p- 6:30p 33/40 NWS-6 SA class5	EN	\$175.00	\$148.75	30	1	1	5.6 \$31.25 \$26.56

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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/24	Total Spots	Adults 35+ Rtg/CPP
WBMA-S2								
21	Su 5:30p- 6:00p SUN 530P NEWS class5	EN	\$175.00	\$148.75	30	1	1	4.4 \$39.77 \$33.81
22	Sa 6:30p- 7:00p WHEEL-FRTNE SA class5	PA	\$175.00	\$148.75	30	1	1	6.3 \$27.78 \$23.61
Total Spots:						35	35	
Total GRP/GIMP(Mil):						103.9		103.9
Total CPP/CPM:								\$51.54 \$43.81
Total Wks Cost(STN Gross):						\$5,355.00		
Total Cost:			\$5,355.00	\$4,551.75			35	
Station Monthly Summary								
OCT 16			\$5,355.00	\$4,551.75			35	
Total Cost:			\$5,355.00	\$4,551.75			35	

Signature: _____



WBMA
651 Beacon Pkwy W Ste 105
Birmingham, AL 35209

Davis South Barnette & Patrick
PO Box 325
Mobile, AL 36601

Contract # 2666670

Schedule Dates 10/24/16-10/30/16
Advertiser Brandon Falls For District Attorney-R (113267)
Agency Davis South Barnette & Patrick (15467)
Product POLITICAL CANDIDATE (ns) (1186)
Brand BRANDON FALLS/DISTRICT ATTORNEY/R (87117)
Salesperson HOUSE-BIRMINGHAM, WTTO/WABM/WDDB/WBMA
Sales Office WTTO/WABM/WDDB/WBMA/EBMA/GBMA
Buyer Name DEAN,DARCY
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/20/16
Last Modified
Entered By Christine Bartlett
CO-OP No
Headline #
Demo HR
Order Type Normal
Package Deal
Commission % 15.00
Commission \$803.25
Net Total \$4,551.75
Sales Tax

Birmingham (WBMA)

By Broadcast Month	Spots	Rate
Oct. 2016	35	\$5,355.00
Grand Total:	35	\$5,355.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	4:30A- News-Good Morning Alabama 430a Monday-Friday	2	X	X	X	X	X			2	\$10.00	\$20.00	Birmingham (WBMA)	NEWS	10/20/16
Est 2.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	6A- News-Good Morning Alabama 6a Monday-Friday	2	X	X	X	X	X			2	\$150.00	\$300.00	Birmingham (WBMA)	NEWS	10/20/16
Est 3.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	7A- ABC-Good Morning America	3	X	X	X	X	X			3	\$150.00	\$450.00	Birmingham (WBMA)	NEWS	10/20/16
Est 4.0	Unapproved (NewL) / SPOT	10/24/16-10/28/16	5	:30	9A- Talk of Alabama	2	X	X	X	X	X			2	\$100.00	\$200.00	Birmingham (WBMA)	TOA	10/20/16
Est 5.0	Unapproved (NewL) / SPOT	10/24/16-10/28/16	5	:30	9:58A- ABC-The View	2	X	X	X	X	X			2	\$120.00	\$240.00	Birmingham (WBMA)	THE VIEW	10/20/16
Est 6.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	11A- News-ABC 3340 11a Monday-Friday	2	X	X	X	X	X			2	\$100.00	\$200.00	Birmingham (WBMA)	NEWS	10/20/16
Est 7.0	Unapproved (NewL) / SPOT	10/24/16-10/28/16	5	:30	11:57:56A- ABC-The Chew	2	X	X	X	X	X			2	\$120.00	\$240.00	Birmingham (WBMA)	THE CHEW	10/20/16
Est 8.0	Unapproved (NewL) / SPOT	10/24/16-10/28/16	5	:30	1P- ABC-General Hospital	2	X	X	X	X	X			2	\$150.00	\$300.00	Birmingham (WBMA)	GENERAL HOSPITAL	10/20/16
Est 9.0	Unapproved (NewL) / SPOT	10/24/16-10/28/16	5	:30	2P- Dr. Oz	2	X	X	X	X	X			2	\$100.00	\$200.00	Birmingham (WBMA)	DR OZ	10/20/16
Est 10.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	3:59:56P- News-Focus @ 4p Monday-Friday	2	X	X	X	X	X			2	\$100.00	\$200.00	Birmingham (WBMA)	NEWS	10/20/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

[Signature] 10/20/16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WBMA
651 Beacon Pkwy W Ste 105
Birmingham, AL 35209

Davis South Barnette & Patrick
PO Box 325
Mobile, AL 36601

Contract # 2666670

Schedule Dates 10/24/16-10/30/16
Advertiser Brandon Falls For District Attorney-R (113267)
Agency Davis South Barnette & Patrick (15467)
Product POLITICAL CANDIDATE (ns) (1186)
Brand BRANDON FALLS/DISTRICT ATTORNEY/R (87117)
Salesperson HOUSE-BIRMINGHAM, WTTO/WABM/WDDB/WBMA
Sales Office WTTO/WABM/WDDB/WBMA/EBMA/GBMA
Buyer Name DEAN,DARCY
Phone/Fax /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/20/16
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Entered By Christine Bartlett
CO-OP No
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Demo HR
Order Type Normal
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Commission \$803.25
Net Total \$4,551.75
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Est 11.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	5P- News-ABC 3340 5p Monday-Friday	2	X	X	X	X	X			2	\$300.00	\$600.00	Birmingham (WBMA)	NEWS	10/20/16
Est 12.0	Unapproved (NewL) / News	10/24/16-10/28/16	5	:30	5:59P- News-ABC 3340 6p Monday-Friday	1	X	X	X	X	X			1	\$400.00	\$400.00	Birmingham (WBMA)	NEWS	10/20/16
Est 13.0	Unapproved (NewL) / Access	10/24/16-10/28/16	5	:30	6:28P- Wheel of Fortune	1	X	X	X	X	X			1	\$475.00	\$475.00	Birmingham (WBMA)	WHEEL	10/20/16
Est 14.0	Unapproved (NewL) / News	10/24/16-10/27/16	5	:30	10P- News-ABC 3340 10p Monday-Friday	1	X	X	X	X				1	\$375.00	\$375.00	Birmingham (WBMA)	NEWS	10/20/16
Est 15.0	Unapproved (NewL) / News	10/28/16-10/28/16	5	:30	10P- News-ABC 3340 10p Monday-Friday						1			1	\$375.00	\$375.00	Birmingham (WBMA)	NEWS	10/20/16
Est 16.0	Unapproved (NewL) / SPOT	10/24/16-10/27/16	5	:30	10:35P- ABC-Jimmy Kimmel Live	2	X	X	X	X				2	\$75.00	\$150.00	Birmingham (WBMA)	JIMMY KIMMEL	10/20/16
Est 17.0	Unapproved (NewL) / Sports/Other	10/28/16-10/28/16	5	:30	10:20P- Sports-Friday Night Blitz Football						1			1	\$5.00	\$5.00	Birmingham (WBMA)	FRI NIGHT BLITZ	10/20/16
Est 18.0	Unapproved (NewL) / News	10/29/16-10/29/16	5	:30	6:58:45A- ABC-Good Morning America Saturday							1		1	\$50.00	\$50.00	Birmingham (WBMA)	SAT GMA	10/20/16
Est 19.0	Unapproved (NewL) / News	10/30/16-10/30/16	5	:30	6:58:45A- ABC-Good Morning America Sunday								1	1	\$50.00	\$50.00	Birmingham (WBMA)	SUN GMA	10/20/16
Est 20.0	Unapproved (NewL) / News	10/29/16-10/29/16	5	:30	6P- News-ABC 3340 6p Saturday							1		1	\$175.00	\$175.00	Birmingham (WBMA)	NEWS	10/20/16

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Est 21.0	Unapproved (NewL) / News	10/30/16-10/30/16	5	:30	4:59P- News-ABC 3340 5p Sunday								1	1	\$175.00	\$175.00	Birmingham (WBMA)	NEWS	10/20/16
Est 22.0	Unapproved (NewL) / Access	10/29/16-10/29/16	5	:30	6:30P- Wheel of Fortune Wknd							1		1	\$175.00	\$175.00	Birmingham (WBMA)	WHEEL	10/20/16

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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: WABM-TV, Birmingham, AL	Date: <i>12/20/16</i>
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I, Davis South Barnette & Patrick, Inc.
 being/on behalf of: Brandon Falls
 a legally qualified candidate of the Republican
 political party for the office of: District Attorney
 in the General
 election to be held on: November 8, 2016

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): \$1,020.00

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

Brandon Falls for DA Committee

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:

Brandon Falls

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

12/20/16 Shirley Deen, media buyer
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Lisa M. LaFaney 12-10-21-16
Signature Printed Name Title BSN

Davis South Barnette & Patrick

P.O. BOX 325
MOBILE, AL 36601

TRUSTMARK NATIONAL BANK
85-27-653

4110

Four thousand fifty-one 75/100

DATE
10/20/16

AMOUNT
4551.75

PAY
TO THE
ORDER
OF

WBMA

J. Mendenhall South

Davis South Barnette & Patrick

4110

Brandon Falls Park on

WBMA

4551.75