

WTTO Birmingham
651 Beacon Pkwy W, Ste 105
Birmingham, AL 35209

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1879728

Schedule Dates: 07/10/14-07/14/14
Advertiser: Paul Demarco for Congress AL CD 6-R (90527)
Agency: Mentzer Media Services (1381)
Product: POLITICAL CANDIDATE (ns) (1186)
Brand: DEMARCO FOR CONGRESS (628128)
Salesperson: Millennium/DC, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: Palmer, Martha
Phone/Fax: (202) 955-5342 / 6779/814
CPE: 6779/814
Account Types: National/Political Candidate Agency BRD
Billing Type: Weekly/Irregular
Comments: DEMARCO FOR CONGRESS
PAUL DEMARCO FOR CONGRESS - USE MAX SEP WHERE APPROPRIATE
SHANNAN VALLOF

Date Entered: 07/09/14
Last Modified: 07/09/14
Entered By: Connie Rott
CO-OP: No
Headline #: ECR10350247
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$90.00
Net Total: \$510.00
Sales Tax:

Birmingham (WTTO)			
By Broadcast Month	Spots	Rate	
Jul. 2014	9	\$600.00	
Grand Total:	9	\$600.00	

(Signature)

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
1.0	Normal Line / SPOT (2)	07/10/14-07/10/14	4	:30	10:30P- Andy Griffith B									1	\$50.00	\$50.00	Birmingham (WTTO)	ANDY GRIFFITH	7/9/14
2.0	Normal Line / SPOT (2)	07/11/14-07/11/14	4	:30	10:30P- Andy Griffith B									1	\$50.00	\$50.00	Birmingham (WTTO)	ANDY GRIFFITH	7/9/14
3.0	Normal Line / SPOT (3)	07/14/14-07/14/14	4	:30	10:30P- Andy Griffith B									1	\$50.00	\$50.00	Birmingham (WTTO)	ANDY GRIFFITH	7/9/14
4.0	Normal Line / SPOT (4)	07/10/14-07/10/14	5	:30	8P- 7P (CS1)									1	\$100.00	\$100.00	Birmingham (WTTO)	8P BNG THEORY/8G BNG THEORY B	7/9/14
5.0	Normal Line / SPOT (5)	07/11/14-07/11/14	5	:30	8P- 7P (CS1)									1	\$100.00	\$100.00	Birmingham (WTTO)	8P BNG THEORY/8G BNG THEORY B	7/9/14
6.0	Normal Line / SPOT (6)	07/14/14-07/14/14	5	:30	8P- 7P (CS1)									1	\$100.00	\$100.00	Birmingham (WTTO)	8P BNG THEORY/8G BNG THEORY B	7/9/14
7.0	Normal Line / SPOT (7)	07/10/14-07/10/14	4	:30	5:30P- Modern Family 2									1	\$50.00	\$50.00	Birmingham (WTTO)	MODERN FAMILY	7/9/14
8.0	Normal Line / SPOT (8)	07/11/14-07/11/14	4	:30	5:30P- Modern Family 2									1	\$50.00	\$50.00	Birmingham (WTTO)	MODERN FAMILY	7/9/14
9.0	Normal Line / SPOT (9)	07/14/14-07/14/14	4	:30	5:30P- Modern Family 2									1	\$50.00	\$50.00	Birmingham (WTTO)	MODERN FAMILY	7/9/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

ORDER WORKSHEET

Rep Order# 10350247 Ver# 1 Status New
EC'd Yes

Traffic Order# 1879728

Printed: 07/09/14 12:12 PM
Last Received: 07/09/14 12:05 PM
Showing Buylines: All Lines

1 of 2

Station WPTO-TV BIRMINGHAM, AL.
Advertiser (NW80) POLITICAL
Product DEMARCO FOR CONGRESS
Estimate# 814
Buyer Martha Palmer

Agency (AGENT) MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E 67/79/814
Flight Dates 07/07/14-07/15/14

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

PA337

copy/memo

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--- 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 7/10 PLS CF.**NOTE PLEASE USE MAX SSP WHERE APPROPRIATE** PLS CF.

Ln	Day	Time	Program	Len	Rate/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th	1030P-11P	ANDY GRIFFITH	30	1.6	1.6	\$50.00	07/10-07/10	1	1	\$50.00
2	F	1030P-11P	ANDY GRIFFITH	30	1.6	1.6	\$50.00	07/11-07/11	1	1	\$50.00
3	M	1030P-11P	ANDY GRIFFITH	30	1.6	1.6	\$50.00	07/14-07/14	1	1	\$50.00
4	Th	6P-7P	BIG BNG THEORY/BG BNG THRY B	30	3.2	3.2	\$100.00	07/10-07/10	1	1	\$100.00
5	F	6P-7P	BIG BNG THEORY/BG BNG THRY B	30	3.2	3.2	\$100.00	07/11-07/11	1	1	\$100.00
6	M	6P-7P	BIG BNG THEORY/BG BNG THRY B	30	3.2	3.2	\$100.00	07/14-07/14	1	1	\$100.00
7	Th	530P-6P	MODERN FAMILY	30	1.0	1.0	\$50.00	07/10-07/10	1	1	\$50.00
8	F	530P-6P	MODERN FAMILY	30	1.0	1.0	\$50.00	07/11-07/11	1	1	\$50.00
9	M	530P-6P	MODERN FAMILY	30	1.0	1.0	\$50.00	07/14-07/14	1	1	\$50.00

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2 of 2

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Agency C/P1/P2/E 67/79/814
Flight Dates 07/07/14-07/15/14

Rep Firm MILLENNIUM SALES & MARKETING
Sales Office (DC) WASHINGTON
Salesperson (SY1) SHANNON YALLOF
Sales Assistant
Salesperson Phone# 202-955-5342
Salesperson Fax#

REPORT TOTALS--

Report Totals: 9 / \$600.00

SALES MONTHLY TOTALS--

Jul2014: 9 / \$600.00

Order Totals: 9 / \$600.00

COMPETITIVE--

Market Totals \$30,000.00

Market Totals	CABL	UNKN	WABW	WEMR	WBRC
	.00%	96.00%	2.00%	.00%	.00%
	WCFT	WIAT	WTTD	WYTM	
	.00%	.00%	2.00%	.00%	

COMPETITIVE COMMENTS--

SHARES EST

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: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">WTTO-TV</div>	Date: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">7/9/14</div>
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I, Tammie Wingrove
 being/on behalf of: Paul DeMarco for Congress, Inc
 a legally qualified candidate of the Republican
 political party for the office of: Congress
 in the Run-off Primary
 election to be held on: July 15, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	Varies	7/10 - 7/15			

Attach proposed schedule with charges (if available): \$ 600⁰⁰ Gross

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

Paul DeMarco for Congress, Inc / Gene R. Journey (campaign manager)

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:

Steve Ralls

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

April 14, 2014

Date

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, Paul DeMarco for Congress, Inc. / Gene R. Journey (campaign manager)
(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

Gene R. Journey

April 14, 2014

printed name

date