

Contract # 3420827

## Package

Advertiser: Twinkle Cavanaugh  
 Agency: Natively Social - Agt # 19167  
 Buyer:  
 Length(s): :30  
 Proposal #: 1213823  
 Market [Rank]: BIRMINGHAM [44]  
 Books: May-18BIRMINGHAM-L7  
 Flight Dates: 07/12/18 - 07/17/18

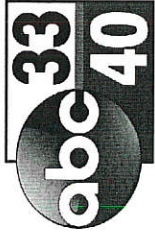
Station Contact:  
 Name: Wayne Reid  
 Phone: (205) 403-3324  
 Fax: (205) 982-3820  
 Email: dwreid@sbgvtv.com

Program DP Days Time	Rate Weeks	Jul 12	Jul 16	Cost Spots	A35+ RTG CPP/SHR			
<b>WBMA+</b>								
<b>ABC 33/40 MORNING NEWS</b>	\$175	2	2	\$700	1.9			
M M-F 6:00A- 7:00A	2			4	\$92.11			
					7			
<b>GOOD MORNING AMERICA</b>	\$175	4	2	\$1,050	2.5			
M M-F 7:00A- 9:00A	2			6	\$70.00			
					8			
<b>MIDDAY NEWS</b>	\$165	2	2	\$660	2.7			
D M-F 11:00A-12:00P	2			4	\$61.11			
					9			
<b>FAMILY FEUD R3</b>	\$100	2	1	\$300	1.1			
E M-F 3:00P- 3:30P	2			3	\$90.91			
					3			
<b>FAMILY FEUD R4</b>	\$100	2	1	\$300	1.5			
E M-F 3:30P- 4:00P	2			3	\$66.67			
					4			
<b>ABC 33/40 NEWS @ 4</b>	\$150	2	1	\$450	3.3			
R M-F 4:00P- 5:00P	2			3	\$45.45			
					9			
<b>ABC 33/40 NEWS @ 5</b>	\$325	2	1	\$975	5.5			
R M-F 5:00P- 5:30P	2			3	\$59.09			
					14			
<b>ABC 33/40 NEWS @ 6</b>	\$500	2	1	\$1,500	6.6			
R M-F 6:00P- 6:30P	2			3	\$75.76			
					15			
<b>WHEEL OF FORTUNE</b>	\$550	2	1	\$1,650	7.3			
A M-F 6:30P- 7:00P	2			3	\$75.34			
					16			
<b>ABC 33/40 NEWS @ 10</b>	\$325	2	1	\$975	3.1			
T M-F 10:00P-10:35P	2			3	\$104.84			
					6			
<b>ABC 33/40 SATURDAY NEWS @ 6</b>	\$300	1	-	\$300	4.4			
W SAT 6:00P- 6:30P	1			1	\$68.18			
					10			
<b>WHEEL OF FORTUNE</b>	\$325	1	-	\$325	3.8			
W SAT 6:30P- 7:00P	1			1	\$85.53			
					9			
<b>ABC 33/40 NEWS @ 10</b>	\$250	1	-	\$250	3.4			
W SAT 10:00P-10:35P	1			1	\$73.53			
					7			
<b>ABC 33/40 SUNDAY NEWS @ 5</b>	\$350	1	-	\$350	4.5			
W SUN 5:00P- 5:30P	1			1	\$77.78			
					10			
<b>ABC 33/40 NEWS @ 10</b>	\$300	1	-	\$300	3.6			
W SUN 10:00P-10:35P	1			1	\$83.33			
					8			

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A35+R	40	\$10,085	138.30	\$72.92	56.51	2.45	553,222	978,980

Dayparts: M - MORNING; A - ACCESS; W - WEEKEND; D - DAYTIME; E - EARLY FRINGE; T - LATE  
NEWS; R - EARLY NEWS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_



WBMA  
651 Beacon Pkwy W Ste 105  
Birmingham, AL 35209

Natively Social LLC  
PO Box 6087  
Montgomery, AL 36106

Contract # 3420827

Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

07/12/18-07/17/18

Twinkle for Alabama-Lt. Governor-R (123288)

Natively Social LLC (19167)

POLITICAL CANDIDATE (ns) (1186)

Twinkle for Cavanaugh for LT Governor/R (10270)

HOUSE-BIRMINGHAM, WTTQ/WABM/WDDDB/WBMA

WTTQ/WABM/WDDDB/WBMA/EBMA/GBMA

Sawyer, Jamie

/

N/A

Local/Political Candidate Agency BRD

Weekly/Irregular

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

07/11/18

07/11/18

Donald Reid

No

Normal

15.00

\$1,512.75

\$8,572.25

Birmingham (WBMA)

By Broadcast Month

Spots

Rate

Jul. 2018

40

\$10,085.00

\$10,085.00

Grand Total:

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 / News	07/12/18-07/17/18	4	:30	6A- News-Good Morning Alabama 6a Monday-Friday	1	1	1	1	1	1			4	\$175.00	\$700.00	Birmingham (WBMA)		7/11/18
2.0	Normal Line / News	07/12/18-07/17/18	4	:30	7A- ABC-Good Morning America	1	1	1	2	2				6	\$175.00	\$1,050.00	Birmingham (WBMA)		7/11/18
3.0	Normal Line / News	07/12/18-07/17/18	4	:30	11A- News-ABC 3340 11a Monday-Friday	1	1	1	1	1	1			4	\$165.00	\$660.00	Birmingham (WBMA)		7/11/18
4.0	Normal Line / SPOT	07/12/18-07/16/18	4	:30	3P- Family Feud	1	1	1	1	1	1			3	\$100.00	\$300.00	Birmingham (WBMA)		7/11/18
5.0	Normal Line / SPOT	07/12/18-07/16/18	4	:30	3:30P- Family Feud 2	1	1	1	1	1	1			3	\$100.00	\$300.00	Birmingham (WBMA)		7/11/18
6.0	Normal Line / News	07/12/18-07/16/18	4	:30	3:59-56P- News-ABC 33/40 News at 4p	1	1	1	1	1	1			3	\$150.00	\$450.00	Birmingham (WBMA)		7/11/18
7.0	Normal Line / News	07/12/18-07/16/18	4	:30	5P- News-ABC 3340 5p Monday-Friday	1	1	1	1	1	1			3	\$325.00	\$975.00	Birmingham (WBMA)		7/11/18
8.0	Normal Line / News	07/12/18-07/16/18	4	:30	5:59P- News-ABC 3340 6p Monday-Friday	1	1	1	1	1	1			3	\$500.00	\$1,500.00	Birmingham (WBMA)		7/11/18
9.0	Normal Line / Access	07/12/18-07/16/18	4	:30	6:28P- Wheel of Fortune	1	1	1	1	1	1			3	\$550.00	\$1,650.00	Birmingham (WBMA)		7/11/18
10.0	Normal Line / News	07/12/18-07/16/18	4	:30	10P- News-ABC 3340 10p Monday-Friday	1	1	1	1	1	1			3	\$325.00	\$975.00	Birmingham (WBMA)		7/11/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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

Natively Social LLC  
PO Box 6087  
Montgomery, AL 36106

## Contract # 3420827

**Schedule Dates** 07/12/18-07/17/18  
**Advertiser** Twinkle for Alabama-Lt. Governor-R (123288)  
**Agency** Natively Social LLC (19167)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Twinkle for Cavanaugh for LT Governor/R (10270)  
**Salesperson** HOUSE-BIRMINGHAM, WTTQ/WABM/WDDT/WBMA  
**Sales Office** WTTQ/WABM/WDDT/WBMA/EBMA/GBMA  
**Buyer Name** Sawyer, Jamie  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 07/11/18  
**Last Modified** 07/11/18  
**Entered By** Donald Reid  
**CO-OP** No  
**Headline #**  
**Demo** Normal  
**Order Type**  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,512.75  
**Net Total** \$8,572.25  
**Sales Tax**

**Birmingham (WBMA)**  
**By Broadcast Month**  
Jul. 2018 40 \$10,085.00  
**Grand Total:** 40 \$10,085.00

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
11.0	Normal Line / News	07/14/18-07/14/18	4	:30	5:59-11P- News-ABC 3340 6p Saturday	1						1		1	\$300.00	\$300.00	Birmingham (WBMA)		7/11/18
12.0	Normal Line / Access	07/14/18-07/14/18	4	:30	6:30P- Wheel of Fortune Wknd	1						1		1	\$325.00	\$325.00	Birmingham (WBMA)		7/11/18
13.0	Normal Line / News	07/14/18-07/14/18	4	:30	10P- News-ABC 3340 10p Saturday	1						1		1	\$250.00	\$250.00	Birmingham (WBMA)		7/11/18
14.0	Normal Line / News	07/15/18-07/15/18	4	:30	5P- News-ABC 3340 5p Sunday	1							1	1	\$350.00	\$350.00	Birmingham (WBMA)		7/11/18
15.0	Normal Line / News	07/15/18-07/15/18	4	:30	10P- News-ABC 3340 10p Sunday	1							1	1	\$300.00	\$300.00	Birmingham (WBMA)		7/11/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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.

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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I, Natively Social, LLC,  
 being/on behalf of: Twinkle for Alabama,  
 a legally qualified candidate of the Republican  
 political party for the office of: Lt. Governor  
 in the Runoff  
 election to be held on: July 17, 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:

Twinkle for Alabama; PO Box 240367; Montgomery, AL 36106

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:

Twinkle Andress Cavanaugh

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***

6/21/2018

**Date**

*Twinkle Andress Cavanaugh*

**Signature**

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

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**

## Wayne Reid

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**From:** Jamie Sawyer <[jsawyer@nativelysocial.com](mailto:jsawyer@nativelysocial.com)>  
**Sent:** Wednesday, July 11, 2018 10:21 AM  
**To:** Wayne Reid  
**Subject:** Re: ABC in Birmingham  
**Attachments:** NAB\_Cavanaugh.pdf

Wayne,  
Go ahead and place this. I will make payment via credit card on the Sinclair portal before noon. NAB form attached.

Agency info:  
Natively Social LLC  
PO Box 6087  
Montgomery, AL 36106

Thanks,  
Jamie

On Tue, Jul 10, 2018 at 1:40 PM, Wayne Reid <[dwreid@sbgtn.com](mailto:dwreid@sbgtn.com)> wrote:

Jamie,

Here's the schedule you requested for Twinkle.

Let me know if you need anything else.

*Wayne Reid*

Director of Sales

Sinclair Broadcast Group Birmingham

O: 205.403.3324

C: 205.516.6352



**From:** Jamie Sawyer [mailto:[jsawyer@nativelysocial.com](mailto:jsawyer@nativelysocial.com)]  
**Sent:** Tuesday, July 10, 2018 1:02 PM  
**To:** Wayne Reid <[dwreid@sbgstv.com](mailto:dwreid@sbgstv.com)>  
**Subject:** Re: ABC in Birmingham

Hi Wayne,

Could you put a schedule together that mirrors whatever Ainsworth has placed from Thursday through Tuesday for about \$10k?

I'll send you all of the NAB form, agency info etc...

Thanks,

Jamie

On Tue, Jul 10, 2018 at 12:55 PM, Christopher Delaporte <[CDelaporte@sbgstv.com](mailto:CDelaporte@sbgstv.com)> wrote:

Wayne Reid is my counterpart in Birmingham. I have cc'd him on this email.

*Chris Delaporte – Director of Sales*

**NBC 15 WPMI & UTV 44 WJTC**

[661 Azalea Road, Mobile, AL 36609](#)

T 251.652.1203 F 251.602.1547 M 251 378-1849

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MYNBC15.COM



UTV44.COM



WEATHERNATIONTV.COM



GRITTV.COM



STADIUM

**compulse** SinclairDigital

**From:** Jamie Sawyer [mailto:[jsawyer@nativelysocial.com](mailto:jsawyer@nativelysocial.com)]  
**Sent:** Tuesday, July 10, 2018 12:33 PM

**To:** Christopher Delaporte <[CDelaporte@sbgstv.com](mailto:CDelaporte@sbgstv.com)>

**Subject:** ABC in Birmingham

Chris,

Can you give me the best contact at ABC 33/40 or facilitate a buy there for me?

Thanks,

Jamie