

From

To

**Ads That Work**

Linda Verin

MULTI MEDIA ADVERTISING  
3535 Hampshire Drive Birmingham, AL 35223**205.968.3650**  
telephone / fax**WABM/WTTO**

Rep:

Lisa Hughes

Phone: (205) 982-3807

Fax: (205) 982-3820

email:

[lbmontgomery@sbgty.com](mailto:lbmontgomery@sbgty.com)**Directions**

Market > AL: Birmingham  
 Insertion Order ID > Woodfin for Ma  
 For Client > Randall Woodfin  
 Run Schedule from... 8/15/17  
 to... 8/22/17

REVISED**Instructions:**

for :05 spots RW05  
 for :10 spots RW10  
 for :15 spots RW15  
 for :30 spots RW30  
 for "bookend" spots RWBE

**Spots Ordered**

Shows	Run days	From	To	Type	Rate	spots per wk	cost per week \$	spots total	total buy \$
Mathis	W,Th,F,M	3p	4p	:15	\$25.00	4	\$100.00	4	\$100.00
				:05	\$10.00	4	\$40.00	4	\$40.00
Povich	W,Th,F,M	4p	5p	:15	\$35.00	4	\$140.00	4	\$140.00
				:05	\$14.00	4	\$56.00	4	\$56.00
Celebrity Name Game	Th,Mon	5p	6p	:15	\$25.00	2	\$50.00	2	\$50.00
				:05	\$10.00	2	\$20.00	2	\$20.00
Family Feud Steve Harvey	W,Th,F,M	6p	7p	:15	\$60.00	4	\$240.00	4	\$240.00
				:05	\$24.00	4	\$96.00	4	\$96.00
Maury Povich	W,Th,F,M	9p	10p	:15	\$10.00	4	\$40.00	4	\$40.00
Mathis	W,Th,F,M	11p	12a	:15	\$10.00	4	\$40.00	4	\$40.00
ROS	W,Th,F,M	10a	1a	:05	\$4.00	20	\$80.00	20	\$80.00
WTTO						0			
Paternity Court	ThFMTu	9a	10a	:15	\$20.00	4	\$80.00	4	\$80.00
				:05	\$8.00	4	\$32.00	4	\$32.00
Judge Mablean	Th,Mon,Tu	10a	10:30	:15	\$15.00	3	\$45.00	3	\$45.00
Judge Faith	W,Th,F,M	1p	2p	:15	\$15.00	4	\$60.00	4	\$60.00
				:05	\$6.00	4	\$24.00	4	\$24.00
Hot Bench	W,Th,F,M	4p	5p	:15	\$28.00	4	\$112.00	4	\$112.00
				:05	\$11.00	4	\$44.00	4	\$44.00
ROS	W,Th,F,M	7a	5p	:05	\$2.00	20	\$40.00	20	\$40.00
Run schedule for						1	weeks		
Per Week >						103	\$1,339.00		
Total >						103	\$1,339.00		

902

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To

**Ads That Work**

Linda Verin



ads@atwork.com

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 For Client > Randall Woodfin  
 Run Schedule from... 8/15/17  
 to... 8/22/17

**Instructions:**

for :05 spots RW05  
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 for :15 spots RW15  
 for :30 spots RW30  
 for "bookend" spots RWBE

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				:05	\$10.00	4	\$40.00	4	\$40.00
Povich	W,Th,F,M	4p	5p	:15	\$35.00	4	\$140.00	4	\$140.00
				:05	\$14.00	4	\$56.00	4	\$56.00
Celebrity Name Game	Th,Mon	5p	6p	:15	\$25.00	2	\$50.00	2	\$50.00
				:05	\$10.00	2	\$20.00	2	\$20.00
Family Feud Steve Harvey	W,Th,F,M	6p	7p	:15	\$60.00	2	\$120.00	2	\$120.00
				:05	\$24.00	4	\$96.00	4	\$96.00
Maury Povich	W,Th,F,M	9p	10p	:15	\$10.00	4	\$40.00	4	\$40.00
Mathis	W,Th,F,M	11p	12a	:15	\$10.00	4	\$40.00	4	\$40.00
ROS	W,Th,F,M	10a	1a	:05	\$4.00	20	\$80.00	20	\$80.00
<b>WTTO</b>						0		54	
Paternity Court	ThFMTu	9a	10a	:15	\$20.00	4	\$80.00	4	\$80.00
				:05	\$8.00	4	\$32.00	4	\$32.00
Judge Mablean	Th,Mon,Tu	10a	10:30	:15	\$15.00	3	\$45.00	3	\$45.00
Judge Faith	W,Th,F,M	1p	2p	:15	\$15.00	4	\$60.00	4	\$60.00
				:05	\$6.00	4	\$24.00	4	\$24.00
Hot Bench	W,Th,F,M	4p	5p	:15	\$28.00	4	\$112.00	4	\$112.00
				:05	\$11.00	4	\$44.00	4	\$44.00
ROS	W,Th,F,M	7a	5p	:05	\$2.00	20	\$40.00	20	\$40.00
Run schedule for	1	weeks				Per Week > 103	\$1,219.00	101	\$1,219.00
							Total >	101	\$1,219.00

3438

118 101

1186

950 375

1383

WABM

298 8040

298 8125

1182

\$437



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

Ads That Work  
3635 Hampshire Dr  
Birmingham, AL 35223

## Contract # 2988125

### Schedule Dates

08/16/17-08/22/17

### Advertiser

Randall Woodfin for Mayor (118104)

### Agency

Ads That Work (3438)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

WOODFIN FOR MAYOR (950375)

### Salesperson

HOUSE-BIRMINGHAM, WTTO/WABM/WDD/GBMA

### Sales Office

WTTO/WABM/WDD/GBMA

### Buyer Name

/

### Phone/Fax

WOODFIN FOR MAYOR

### CPE

Local/Political Candidate Agency BRD

### Account Types

Calendar

### Billing Type

### Comments

08/04/17

Date Entered

08/04/17

Last Modified

Donald Reid

Entered By

No

CO-OP

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

Commission

\$15.00

Net Total

\$65.55

Sales Tax

\$371.45

## Birmingham (WTTO)

By Calendar Month

Aug. 2017

Spots

47

Rate

\$437.00

Grand Total:

\$437.00

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
1.0	Normal Line / SPOT	08/17/17-08/18/17	4	:15	9A-10A (CST)					1	1			2	\$20.00	\$40.00	Birmingham (WTTO)		8/4/17
2.0	Normal Line / SPOT	08/21/17-08/22/17	4	:15	9A-10A (CST)		1	1						2	\$20.00	\$40.00	Birmingham (WTTO)		8/4/17
3.0	Normal Line / SPOT	08/17/17-08/18/17	4	:05	9A-10A (CST)					1	1			2	\$8.00	\$16.00	Birmingham (WTTO)		8/4/17
4.0	Normal Line / SPOT	08/21/17-08/22/17	4	:05	9A-10A (CST)		1	1						2	\$8.00	\$16.00	Birmingham (WTTO)		8/4/17
5.0	Normal Line / SPOT	08/17/17-08/17/17	4	:15	10A-10:30A (CST)					1				1	\$15.00	\$15.00	Birmingham (WTTO)		8/4/17
6.0	Normal Line / SPOT	08/21/17-08/22/17	4	:15	10A-10:30A (CST)		1	1						2	\$15.00	\$30.00	Birmingham (WTTO)		8/4/17
7.0	Normal Line / SPOT	08/16/17-08/18/17	4	:15	1P-2P (CST)				1	1	1			3	\$15.00	\$45.00	Birmingham (WTTO)		8/4/17
8.0	Normal Line / SPOT	08/21/17-08/21/17	4	:15	1P-2P (CST)		1							1	\$15.00	\$15.00	Birmingham (WTTO)		8/4/17
9.0	Normal Line / SPOT	08/16/17-08/18/17	4	:05	1P-2P (CST)				1	1	1			3	\$6.00	\$18.00	Birmingham (WTTO)		8/4/17
10.0	Normal Line / SPOT	08/21/17-08/21/17	4	:05	1P-2P (CST)		1							1	\$6.00	\$6.00	Birmingham (WTTO)		8/4/17
11.0	Normal Line / SPOT	08/16/17-08/18/17	4	:15	4P-5P (CST)				1	1	1			3	\$28.00	\$84.00	Birmingham (WTTO)		8/4/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

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.



# Contract # 2988125

## Schedule Dates

08/16/17-08/22/17

## Advertiser

Randall Woodfin for Mayor (118104)

## Agency

Ads That Work (3438)

## Product

POLITICAL CANDIDATE (ns) (1186)

## Brand

WOODFIN FOR MAYOR (950375)

## Salesperson

HOUSE-BIRMINGHAM, WTOO/WABM/WDDDB/WBMA/GBMA

## Sales Office

WTOO/WABM/WDDDB/WBMA/EBMA/GBMA

## Buyer Name

/

## Phone/Fax

WOODFIN FOR MAYOR

## CPE

Local/Political Candidate Agency BRD

## Account Types

Calendar

## Billing Type

Comments

WTOO

651 Beacon Pky W, Ste 105  
Birmingham, AL 35209



Ads That Work  
3535 Hampshire Dr  
Birmingham, AL 35223

Date Entered 08/04/17

Last Modified 08/04/17

Entered By Donald Reid

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$65.55

Net Total \$371.45

Sales Tax

## Birmingham (WTOO)

By Calendar Month

Aug. 2017

Grand Total:

Spots

47

Rate

\$437.00

\$437.00

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
12.0	Normal Line / SPOT	08/21/17-08/21/17	4	:15	4P- 5P (CST)	1								1	\$28.00	\$28.00	Birmingham (WTOO)		8/4/17
13.0	Normal Line / SPOT	08/16/17-08/18/17	4	:05	4P- 5P (CST)				1	1	1			3	\$11.00	\$33.00	Birmingham (WTOO)		8/4/17
14.0	Normal Line / SPOT	08/21/17-08/21/17	4	:05	4P- 5P (CST)	1								1	\$11.00	\$11.00	Birmingham (WTOO)		8/4/17
15.0	Normal Line / SPOT	08/16/17-08/18/17	5	:05	7A- 5P (CST)				5	5	5			15	\$2.00	\$30.00	Birmingham (WTOO)		8/4/17
16.0	Normal Line / SPOT	08/21/17-08/21/17	5	:05	7A- 5P (CST)	5								5	\$2.00	\$10.00	Birmingham (WTOO)		8/4/17

## 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.



WTTU

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

Woodfin For Mayor

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:

Cicely Jones

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**

8/4/17

Date

Linda Kern

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

WAYNE REID

Printed Name

DDS

Title



## Christine Bartlett

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**From:** [REDACTED]  
**Sent:** Monday, August 14, 2017 9:47 AM  
**To:** Christine Bartlett  
**Cc:** Wayne Reid; Lisa Montgomery  
**Subject:** RE: Ads that Work- Woodfin for Mayor

Hi Christine,  
Yes, I show this payment made on 8/4.  
If you need the actual cc receipt showing card details, you will need to request it from the client. We are only able to see the transaction screen below.

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<b>Payment Method:</b> CC	<b>Status:</b> SENT_TO_PC
<b>Payment Number:</b> [REDACTED] 6	<b>Trace Number:</b>
<b>Payment Date:</b> [REDACTED] 7	<b>Trace to Parent:</b> [REDACTED]
<b>Payment Amount:</b> 2817.60	<b>Date Created:</b> 08/07/2017
<b>Currency:</b> USD	<b>Date Updated:</b> 08/07/2017
<b>Payee:</b> Linda Verin	<b>Row ID:</b> [REDACTED]
[REDACTED]	<b>Batch ID:</b>
<b>Payment Comment:</b> WBMA \$1459.45 WABM \$766.70 WTTO \$371.45	<b>Document ID:</b>
<b>Convenience Fee:</b> 20.00	

- Close Detail

<u>View</u>	<u>Oracle Number on Invoice</u>	<u>Invoice Number</u>	<u>Amount Paid</u>	<u>Total Invoice Amount</u>
[REDACTED]			2797.60	2797.60

Thanks,

### INVOICES ARE AVAILABLE ONLINE:

It's easy and your invoices will get to you faster! SIGN UP for your invoices to be emailed.  
Please click on the link below to obtain your invoices by email or to make an online payment.

[www.paysinclair.com](http://www.paysinclair.com)

Problems with link? Contact: [portaldatacenter@sbgstv.com](mailto:portaldatacenter@sbgstv.com)

NEW Remittance address for ALL SINCLAIR stations except Peoria and Canada

Sinclair Broadcast Group  
C/O (station call letters)  
P.O. Box 206270  
Dallas, TX 75320-6270

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*Lauren Champlin*