

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WBRC	Date: 7/10/17
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I, Main Street Media Group

do hereby request station time concerning the following issue:

Senate Leadership Fund
 45 North Hill Drive
 Suite 100
 Warrenton, VA 20186
 Phone: 703-574-3044

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

This broadcast time will be used by: Senate Leadership Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Luther Strange
U.S. Senate
Primary: August 15, 2017

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Senate Leadership Fund
45 North Hill Drive
Suite 100
Warrenton, VA 20188

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Steven Law, President
Caleb Crosby, Treasurer

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

7/10/17 [Signature] 703-485-0398
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] DAVE DUNCAN SSM
Signature Printed Name Title

***Any handwritten information included on this form was not provided by the agency and was included without their knowledge or consent. ***

ORDER



Orders
Order / Rev: 1776892
Alt Order #: 08714027
Product Desc: SENATE LDRSHP FUND
Estimate: 3658
Flight Dates: 07/12/17 - 07/12/17
Original Date / Rev: 07/10/17 / 07/10/17
Order Type: Political

WBRC-TV

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: National

Agency
Name: Main Street Media Group
Buying Contact:
Billing Contact:
 PO Box 25093
 Alexandria, VA 22313

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/Senate Leadership Fund
Demographic: A35+
Product Codes: PL20
Priority: P 1
Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/17	07/12/17	5	\$2,900.00	\$2,465.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2017	5	\$2,900.00	\$2,465.00	0.00
Totals	5	\$2,900.00	\$2,465.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WBRC-TV	50%	\$2,900.00
Market	100%	\$5,800.00

Competitive Share

Competitive Share	Share	Total
WABM	0%	\$0.00
WBIQ	0%	\$0.00
WBMA	27%	\$1,566.00
WBRCb	0%	\$0.00
WCFT	0%	\$0.00
WCIQ	0%	\$0.00
WDBB	0%	\$0.00
WIAT	4%	\$232.00
WJRD	0%	\$0.00
WJSU	0%	\$0.00
WPXH	0%	\$0.00
WTJP	0%	\$0.00
WTTO	5%	\$290.00
WVTM	14%	\$812.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBRC	07/12/17	07/12/17	RI M-F 1-130pm	Comm	1-130pm	--1----	:30	1	\$240.00	P 1	0.00	NM	1	\$240.00
RIGHT THIS MINUTE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/10/17	07/16/17	--1----			1		\$240.00		0.00				

Order / Rev: 1776892
 Alt Order #: 08714027
 Flight Dates: 07/12/17 - 07/12/17

Advertiser: ISS/Senate Leadership Fund
 Product Desc: SENATE LDRSHP FUND
 Estimate: 3658
 WBRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBRC	07/12/17	07/12/17	RI M-F 1-130pm RIGHT THIS MINUTE	Comm	1-130pm	--1----	:30	1	\$240.00	P 1	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/10/17	07/16/17	--1----		1			\$240.00			0.00			
E 2	WBRC	07/12/17	07/12/17	SYN M-F 10-11am RACHAEL RAY	Comm	10-11am	--1----	:30	1	\$270.00	P 1	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/10/17	07/16/17	--1----		1			\$270.00			0.00			
E 3	WBRC	07/12/17	07/12/17	SYN LF M-TH 1035-1105pm TMZ	Comm	1035-1105p	--1----	:30	1	\$400.00	P 1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/10/17	07/16/17	--1----		1			\$400.00			0.00			
E 4	WBRC	07/12/17	07/12/17	LOC FOX 6 M-F News 530pm 530pm News	Comm	530-6pm	--1----	:30	1	\$1,010.00	P 1	0.00	NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/10/17	07/16/17	--1----		1			\$1,010.00			0.00			
E 5	WBRC	07/12/17	07/12/17	LOC FOX 6 M-F News 930pm M-F 930pm News	Comm	930-10pm	--1----	:30	1	\$980.00	P 1	0.00	NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	07/10/17	07/16/17	--1----		1			\$980.00			0.00			
Totals														5	\$2,900.00



Rep: TELEREP, INC.,
Run On: Jul10/17 at 17:18

REP BUYLINES

Page: 1
Requested by: TR

E-Order#: 1747830 (Rev 0) **Ag#**6339707
Station: WBRC-TV BIRMINGHAM (ANN AND
Agency: MAIN STREET MEDIA GROUP
Advertiser: ISS/SENATE LEADERSHIP FUND
Buyer: STEPHANIE MARONEY

HdlIn#: 8714027 (Rev 0)
Dates: Jul12/17 - Jul12/17
Prod1: SENATE LDRSHIP FUND
Prod2:
Tel #:

Traffic#:
Salesperson: KRISTEN WASKIE
Est#: 3658
Demo: RA35+

Mod Code	Buy Line	Day/Time	Length	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rep: Last RA35+	Activity	Last Mod/Rev
#CASH													
SENATE LEADERSHIP FUND													
	1	Wed/1-130P	30S	\$240	Jul12/17	1	1	1	\$240	RIGHT THIS MINUTE	0.0	Jul10/17	Rev #0: A
Contract Comment: RIGHT THIS MINUTE													
	2	Wed/10-11A	30S	\$270	Jul12/17	1	1	1	\$270	RACHAEL RAY	0.0	Jul10/17	Rev #0: A
Contract Comment: RACHAEL RAY													
	3	Wed/1030-11P	30S	\$400	Jul12/17	1	1	1	\$400	TMZ	0.0	Jul10/17	Rev #0: A
Contract Comment: TMZ													
	4	Wed/530-6P	30S	\$1,010	Jul12/17	1	1	1	\$1,010	NEWS	0.0	Jul10/17	Rev #0: A
Contract Comment: NEWS													
	5	Wed/930-10P	30S	\$980	Jul12/17	1	1	1	\$980	NEWS	0.0	Jul10/17	Rev #0: A
Contract Comment: NEWS													
Total 5 Spots for:				\$2,900				5	\$2,900		0.0		
Monthly Estimate Dollars:													
									\$2,900	Jul/17	0.0	Jul/17	