

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:

Date:

7/23/14

I, Steven Reid, Sutton Reid Inc.,

being/on behalf of: Gordon Ball,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the Primary

election to be held on: August 7

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Gordon Ball for U.S. Senate 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:

Thomas C. Jessee

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

6/9/14

Date



Signature

PRESIDENT, SUTTON REID INC.

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title

Sutton/ReidAdvertising

266 S. Front Street, Ste. 206

Memphis, TN 38103

(901) 522-8640 Phone

(901) 529-9101 Fax

Broadcast Order #**2014-318****Station: WBBJ-TV Date: 7/22/14****Contact: Kirk Knewcom****Client: Gordon Ball****Flight: July 28 - August 6**

WBBJ TV (ABC)			Units	Rate	Total Cost
AG Day	5-5:30A	M-F	4	\$15	\$60
Good Morning West TN	5:30-7A	M-F	4	\$70	\$280
Good Morning America	7-9A	M-F	4	\$80	\$320
Live With Kelly	9-10A	M-F	2	\$55	\$110
The View	10-11A	M-F	2	\$70	\$140
Eyewitness News	11:30-12P	M-F	4	\$65	\$260
The Chew	12-1P	M-F	2	\$70	\$140
Dr. Oz	4-5P	M-F	2	\$90	\$180
Eyewitness News	5-5:30P	M-F	4	\$200	\$800
Eyewitness News	6-6:30P	M-F	4	\$220	\$880
Wheel of Fortune	6:30-7P	M-F	4	\$225	\$900
Eyewitness News	10-10:35P	M-F	4	\$220	\$880
	10:35-				
Jimmy Kimmel	11:35P	M-F	2	\$70	\$140
	11:35-				
Nightline	12:05A	M-F	2	\$35	\$70
					\$5,160

Please run Gordon Ball "Working for Tennessee" at 100% of the buy.

1. This order must be signed and returned.
2. Affidavits must be submitted.
3. Agency must be notified of any changes in the schedule prior to spot running.
4. There will be no charge for any spots running due to station error.
5. A make good will be provided for any station mistakes of running the wrong spot or missing a scheduled spot.

Total Contract Cost \$5,160.00**Less 15% agency fee.****Per Steven Reid**

Please sign and fax back.

ORDER



Orders
Order / Rev: 180752
Alt Order #:
Product Desc: WBBJ 7-28-8-6
Estimate: 2014-318
Flight Dates: 07/28/14 - 08/06/14
Original Date / Rev: 07/23/14 / 07/23/14
Order Type: GENERAL

WBBJ

Primary AE: Kirk Newcom
Sales Office: WBBJ
Sales Region: Local

Agency
Name: Sutton Reid Advertising
Buying Contact:
Billing Contact:
 266 S. Front Street
 Memphis, TN 38103

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

Advertiser
Name: Gordon Ball / U.S. Senate
Demographic: A25-54
Product Codes: PL1
Priority: P-03
Revenue Codes: AGY, POL, CAND

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/28/14	08/06/14	44	\$5,160.00	\$4,386.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2014	44	\$5,160.00	\$4,386.00	0.00
Totals	44	\$5,160.00	\$4,386.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kirk Newcom			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WBBJ	07/28/14	08/06/14	M-F AgDay (5-530a) M-F AgDay (5-530a)	CM	5a-530a	MTWTF--	:30	2	\$15.00	P-03	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$15.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$15.00		0.00			
N 2	WBBJ	07/28/14	08/06/14	M-F GMWT (530-7a) M-F GMWT (530-7a)	CM	530a-7a	MTWTF--	:30	2	\$70.00	P-03	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$70.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$70.00		0.00			
N 3	WBBJ	07/28/14	08/06/14	M-F GMA (7-9a) M-F GMA (7-9a)	CM	7a-9a	MTWTF--	:30	2	\$80.00	P-03	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$80.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$80.00		0.00			
N 4	WBBJ	07/28/14	08/06/14	M-F Kelly (9-10a) M-F Kelly (9-10a)	CM	9a-10a	MTWTF--	:30	1	\$55.00	P-03	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		1				\$55.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		1				\$55.00		0.00			
N 5	WBBJ	07/28/14	08/06/14	M-F The View (10-11a) M-F The View (10-11a)	CM	10a-11a	MTWTF--	:30	1	\$70.00	P-03	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		1				\$70.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		1				\$70.00		0.00			

Order / Rev: 180752
 Alt Order #:
 Flight Dates: 07/28/14 - 08/06/14

Advertiser: Gordon Ball / U.S. Senate
 Product Desc: WBBJ 7-28-8-6
 Estimate: 2014-318

WBBJ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WBBJ	07/28/14	08/06/14	M-F Midday (1130a-12p) M-F Midday (1130a-12p)	CM	1130a-12p	MTWTF--	:30	2	\$65.00	P-03	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$65.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$65.00		0.00			
N 7	WBBJ	07/28/14	08/06/14	M-F The Chew (12-1p) M-F The Chew (12-1p)	CM	12p-1p	MTWTF--	:30	1	\$70.00	P-03	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		1				\$70.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		1				\$70.00		0.00			
N 8	WBBJ	07/28/14	08/06/14	M-F Dr. Oz (4-5p) M-F Dr. Oz (4-5p)	CM	4p-5p	MTWTF--	:30	1	\$90.00	P-03	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		1				\$90.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		1				\$90.00		0.00			
N 9	WBBJ	07/28/14	08/06/14	M-F News at 5:00 pm M-F News at 5:00 pm	CM	5p-530p	MTWTF--	:30	2	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$200.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$200.00		0.00			
N 10	WBBJ	07/28/14	08/06/14	M-F News at 6:00 pm M-F News at 6:00 pm	CM	6p-630p	MTWTF--	:30	2	\$220.00	P-03	0.00	NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$220.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$220.00		0.00			
N 11	WBBJ	07/28/14	08/06/14	M-F Wheel (630-7p) M-F Wheel (630-7p)	CM	630p-7p	MTWTF--	:30	2	\$225.00	P-03	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$225.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$225.00		0.00			
N 12	WBBJ	07/28/14	08/06/14	M-F News at 10:00 pm M-F News at 10:00 pm	CM	10p-1035p	MTWTF--	:30	2	\$220.00	P-03	0.00	NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		2				\$220.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		2				\$220.00		0.00			
N 13	WBBJ	07/28/14	08/06/14	M-F Kimmel 1035p-1137p M-F Kimmel 1035p-1137p	CM	1035p-1137p	MTWTF--	:30	1	\$70.00	P-03	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		1				\$70.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		1				\$70.00		0.00			
N 14	WBBJ	07/28/14	08/06/14	M-F Nightline 1137p-1206x M-F Nightline 1137p-1206x	CM	1137p-1206x	MTWTF--	:30	1	\$35.00	P-03	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/14	08/03/14	MTWTF--		1				\$35.00		0.00			
		Week: 08/04/14	08/10/14	MTW----		1				\$35.00		0.00			
													Totals	44	\$5,160.00