

From

To

**Ads That Work**

Linda Verin

**MULTI MEDIA ADVERTISING**

3535 Hampshire Drive, Birmingham, AL 35223

**205.968.3650**  
telephone / fax**ABC (33/40) WBHM**

Rep:

Lisa Hughes

Phone: (205) 982-3807

Fax: (205) 982-3820

email:

[lbmontgomery@sbgstv.com](mailto:lbmontgomery@sbgstv.com)**Media Buy Description**

Market &gt;

AL:Birmingham

Insertion Order ID &gt;

Chuck Price/Reginald Jeter/Lonnie Washington

For Client &gt;

Fairview Strategies

Run Schedule from...

2/23/19

to...

2/29/16

*Contract # 2400364***Instructions:**

0

for :10 sec. spots none scheduled 0  
 for :30 sec. spots rotate CP-RJ30 & LW-CP30  
 for "bookend" spots rotate CP15BE/LW15BE & RJ15BE/CP15BE

**Spots Ordered**

Shows	Run days	From	To	Type	Rate	spots per wk	cost per week \$	spots total	total buy \$
GM AL	Tu-F, M	6a	7a	:30	\$225.00	2	\$450.00	2	\$450.00
GMA	Tu-F, M	7a	9a	:30	\$225.00	2	\$450.00	2	\$450.00
Talk of AL	Tu-F, M	9a	10a	:30	\$85.00	2	\$170.00	2	\$170.00
The View	Tu-F, M	10a	11a	:30	\$120.00	2	\$240.00	2	\$240.00
Dr. Oz	Tu-F, M	3p	4p	:30	\$85.00	2	\$170.00	2	\$170.00
Kimmel	Tu-Th, M	10:30p	11:30p	:30	\$100.00	2	\$200.00	2	\$200.00
Nightline	Tu-Th, M	11:30p	12a	:30	\$50.00	2	\$100.00	2	\$100.00
Dr. Oz	Tu-F, M	12a	1a	:30	\$10.00	4	\$40.00	4	\$40.00
GMA	Sat	7a	8a	:30	\$100.00	1	\$100.00	1	\$100.00
Scandal	Sat	10:30p	11:30p	:30	\$75.00	1	\$75.00	1	\$75.00
GMAL	Sun	7a	8a	:30	\$100.00	1	\$100.00	1	\$100.00
Scandal	Sun	12a	1a	:30	\$25.00	1	\$25.00	1	\$25.00

Run schedule for

1

weeks

Per Week &gt;

22

\$2,120.00

Total &gt;

22

\$2,120.00



WBMA  
651 Beacon Pkwy W Ste 105  
Birmingham, AL 35209

Ads That Work  
3535 Hampshire Dr  
Birmingham, AL 35226

## Contract # 2400364

### Schedule Dates

02/23/16-02/29/16

### Advertiser

Ads That Work (108222)

### Agency

Ads That Work (3438)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

Price/Jeter/Washington (804488)

### Salesperson

HOUSE-BIRMINGHAM, WTTT/WABM/WDDDB/WBMA

### Sales Office

WTTT/WABM/WDDDB/WBMA/EBMA/GBMA

### Buyer Name

Verin,Linda

### Phone/Fax

(205) 968-3650 /

### CPE

N/A

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Weekly/Irregular

### Comments

Date Entered 02/19/16  
Last Modified 02/22/16  
Entered By Donald Reid  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$318.00  
Net Total \$1,802.00  
Sales Tax

### Birmingham (WBMA)

By Broadcast Month	Spots	Rate
Feb. 2016	14	\$1,220.00
Mar. 2016	8	\$900.00
<b>Grand Total:</b>	<b>22</b>	<b>\$2,120.00</b>

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(B/E)	02/23/16-02/26/16	4	:15/:15	6A- News-Good Morning Alabama 6a Monday-Friday	1		X	X	X	X			1	\$225.00	\$225.00	Birmingham (WBMA)		2/22/16
2.0	Normal Line / News(B/E)	02/23/16-02/26/16	4	:15/:15	7A- ABC-Good Morning America	1		X	X	X	X			1	\$225.00	\$225.00	Birmingham (WBMA)		2/22/16
3.0	Normal Line / SPOT(B/E)	02/23/16-02/26/16	5	:15/:15	9A- Talk of Alabama	1		X	X	X	X			1	\$85.00	\$85.00	Birmingham (WBMA)		2/22/16
4.0	Normal Line / SPOT(B/E)	02/23/16-02/26/16	5	:15/:15	9:58A- ABC-The View	1		X	X	X	X			1	\$120.00	\$120.00	Birmingham (WBMA)		2/22/16
5.0	Normal Line / SPOT(B/E)	02/23/16-02/26/16	5	:15/:15	3P- Dr. Oz	1		X	X	X	X			1	\$85.00	\$85.00	Birmingham (WBMA)		2/22/16
6.0	Normal Line / SPOT(B/E)	02/23/16-02/26/16	5	:15/:15	10:35P- ABC-Jimmy Kimmel Live	1		X	X	X	X			1	\$100.00	\$100.00	Birmingham (WBMA)		2/22/16
7.0	Normal Line / SPOT(B/E)	02/23/16-02/26/16	5	:15/:15	11:37P- ABC-Nightline	1		X	X	X	X			1	\$50.00	\$50.00	Birmingham (WBMA)		2/22/16
8.0	Normal Line / SPOT(B/E)	02/23/16-02/26/16	5	:15/:15	12A- 1A (CST)	3		X	X	X	X			3	\$10.00	\$30.00	Birmingham (WBMA)		2/22/16
9.0	Normal Line / News(B/E)	02/27/16-02/27/16	4	:15/:15	6:58-45A- ABC-Good Morning America Saturday							1		1	\$100.00	\$100.00	Birmingham (WBMA)		2/22/16
10.0	Normal Line / SPOT(B/E)	02/27/16-02/27/16	5	:15/:15	10:35P- Scandal							1		1	\$75.00	\$75.00	Birmingham (WBMA)		2/22/16
11.0	Normal Line / News(B/E)	02/28/16-02/28/16	4	:15/:15	6:58-45A- ABC-Good Morning America Sunday								1	1	\$100.00	\$100.00	Birmingham (WBMA)		2/22/16

## 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.



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651 Beacon Pkwy W Ste 105  
Birmingham, AL 35209

Ads That Work  
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By Broadcast Month Spots Rate

Feb. 2016 14 \$1,220.00

Mar. 2016 8 \$900.00

Grand Total: 22 \$2,120.00

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12.0	Normal Line / SPOT(B/E)	02/28/16-02/28/16	5	:15	:15:12A- 1A (CST)	1							1	1	\$25.00	\$25.00	Birmingham (WBMA)		2/22/16
13.0	Normal Line / News(B/E)	02/29/16-02/29/16	4	:15	:15:15:00- 6A- News-Good Morning Alabama 6a Monday-Friday	1	1							1	\$225.00	\$225.00	Birmingham (WBMA)		2/22/16
14.0	Normal Line / News(B/E)	02/29/16-02/29/16	4	:15	:15:15:00- 7A- ABC-Good Morning America	1	1							1	\$225.00	\$225.00	Birmingham (WBMA)		2/22/16
15.0	Normal Line / SPOT(B/E)	02/29/16-02/29/16	5	:15	:15:15:00- 9A- Talk of Alabama	1	1							1	\$85.00	\$85.00	Birmingham (WBMA)		2/22/16
16.0	Normal Line / SPOT(B/E)	02/29/16-02/29/16	5	:15	:15:15:00- 5:58A- ABC-The View	1	1							1	\$120.00	\$120.00	Birmingham (WBMA)		2/22/16
17.0	Normal Line / SPOT(B/E)	02/29/16-02/29/16	5	:15	:15:15:00- 3p- Dr. Oz	1	1							1	\$85.00	\$85.00	Birmingham (WBMA)		2/22/16
18.0	Normal Line / SPOT(B/E)	02/29/16-02/29/16	5	:15	:15:10:35P- ABC-Jimmy Kimmel Live	1	1							1	\$100.00	\$100.00	Birmingham (WBMA)		2/22/16
19.0	Normal Line / SPOT(B/E)	02/29/16-02/29/16	5	:15	:15:11:37P- ABC-Nightline	1	1							1	\$50.00	\$50.00	Birmingham (WBMA)		2/22/16
20.0	Normal Line / SPOT(B/E)	02/29/16-02/29/16	5	:15	:15:12A- 1A (CST)	1	1							1	\$10.00	\$10.00	Birmingham (WBMA)		2/22/16

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Date:

Accepted-Station:

Date:

Comments:

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## Wayne Reid

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**From:** Tammy Nichles  
**Sent:** Monday, February 22, 2016 9:14 AM  
**To:** Wayne Reid; Connie H. Harland  
**Subject:** RE: Political Orders

Released

Tammy Nichles

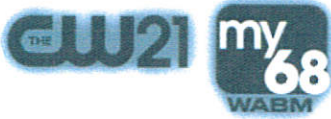
Blind Carbon Copy

tnichles@sbgstv.com

P: 205-800-1102

F: [REDACTED]

WTTT/WABM 651 Beacon Parkway W. Suite 105 Birmingham, AL 35209



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**From:** Wayne Reid  
**Sent:** Monday, February 22, 2016 9:09 AM  
**To:** Connie H. Harland; Tammy Nichles  
**Subject:** Political Orders

We have several local political orders coming through this morning. I'll let you know as we get contract numbers.

Payments should have been sent by Linda Verin – Ads That Work already.

1<sup>st</sup> is Ads That Work for WBMA – contract # 2400364 \$1802.00 net.

Thanks

*Wayne Reid*

Director of Sales  
Sinclair Broadcasting Group, Inc.  
Birmingham, Alabama

Office: 205-402-3224

Cell: 205-516-6352

WBMA/WTTT/WABM



## 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:**

I, Linda Kern,  
 being/on behalf of: Charles "Chuck" Price, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Jefferson County Circuit Judge  
 in the primary  
 election to be held on: 3/1/16

do hereby request station time as follows:

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

**Total Charges:**



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Committee to Elect Chuck Price

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:

Emma Tolbert

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).

**To Be Signed By Candidate or Authorized Committee**

9/3/16  
Date

Ginda Klein  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

WFO  
Signature

WAYNE REID  
Printed Name

DoS  
Title