



WDEF
3300 Broad Street
Chattanooga, TN 37408

Butler Consulting
PO Box 11531
Chattanooga, TN 37401

Contract # 278008

Schedule Dates 02/11/24-03/03/24
Advertiser Pol -Vote Judge Alex (20499)
Agency Butler Consulting (5115)
Product Political Candidate (2201)
Brand Various (1)
Salesperson House, WDEF (1160)
Sales Office WDEF-TV
Buyer Name /
Phone/Fax /
CPE N/A
Account Types Regional/Political
Billing Type Standard
Comments VOTE JUDGE ALEX

Date Entered 02/09/24
Last Modified 02/09/24
Entered By Jessica Raby
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$828.00
Net Total \$4,692.00
Sales Tax

WDEF (WDEF)	Spots	Rate
By Broadcast Month		
Feb. 2024	36	\$4,060.00
Mar. 2024	18	\$1,460.00
Grand Total:	54	\$5,520.00

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	02/11/24-02/11/24	4	:30	1P- SUPER BOWL DOCUMENTARY	2							X	2	\$100.00	\$200.00	WDEF (WDEF)		2/9/24
2.0	Normal Line / SPOT	02/11/24-02/11/24	4	:30	2P- THE NFL TODAY	1							X	1	\$600.00	\$600.00	WDEF (WDEF)		2/9/24
3.0	Normal Line / SPOT	02/11/24-02/11/24	4	:30	3P- THE NFL TODAY	1							X	1	\$600.00	\$600.00	WDEF (WDEF)		2/9/24
4.0	Normal Line / SPOT	02/12/24-02/23/24	2	:30	6A- 7A (EST)	3	X	X	X	X				6	\$30.00	\$180.00	WDEF (WDEF)		2/9/24
5.0	Normal Line / SPOT	02/26/24-03/01/24	2	:30	6A- 7A (EST)	4	X	X	X	X				4	\$30.00	\$120.00	WDEF (WDEF)		2/9/24
6.0	Normal Line / SPOT	02/12/24-03/01/24	2	:30	7A- CBS MORNINGS	5	X	X	X	X				15	\$40.00	\$600.00	WDEF (WDEF)		2/9/24
7.0	Normal Line / SPOT	02/12/24-03/01/24	2	:30	10:57-57A- PRICE IS RIGHT	2	X	X	X	X				6	\$175.00	\$1,050.00	WDEF (WDEF)		2/9/24
8.0	Normal Line / SPOT	02/12/24-02/23/24	2	:30	12:00-57P- NEWS 12 @ NOON	2	X	X	X	X				4	\$100.00	\$400.00	WDEF (WDEF)		2/9/24
9.0	Normal Line / SPOT	02/26/24-03/01/24	2	:30	12:00-57P- NEWS 12 @ NOON	3	X	X	X	X				3	\$100.00	\$300.00	WDEF (WDEF)		2/9/24
10.0	Normal Line / SPOT	02/12/24-03/01/24	2	:30	6P- NEWS 12 @ 6P	2	X	X	X	X				6	\$120.00	\$720.00	WDEF (WDEF)		2/9/24
11.0	Normal Line / SPOT	02/17/24-03/02/24	2	:30	9A- CBS SATURDAY MORNING	1							X	3	\$100.00	\$300.00	WDEF (WDEF)		2/9/24

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments:

WDEF-TV, Inc. and its station[s] do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.



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12.0	Normal Line / SPOT	02/18/24-03/03/24	2	:30	8:58-42A- CBS SUNDAY MORNING	1							X	3	\$150.00	\$450.00	WDEF (WDEF)		2/9/24

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Judge McVeagh - NET w SB

Book: Comscore December 2023

Proposal ID: 63244
 Market: CHATTANOOGA [84]
 Station: WDEF
 Schedule Date: 2/9/2024 - 3/5/2024
 Spot Length(s): :30
 Book: CS-Dec/2023
 Report: Planner
 Author: Jess Raby

Acct. Exec: Jess Raby
 Phone #: 423-785-1215
 Email: jraby@wdef.com
 Web Site: WDEF.COM

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Flight Dates: 2/9/2024-3/5/2024

Program Time	Spot Length	S-Households				CS.000	Wks	Rate Spots
		FE 9	FE 12	FE 19	FE 26			
WDEF								
New 12 This Morning 6A	:30	--	3	3	4	2.2	3	\$25.50
GRPs/Impressions						22		10
CPP/CPM						\$11.59		
Mo-Fr 6:00a-7:00a								
CBS This Morning	:30	--	5	5	5	2.1	3	\$34.00
GRPs/Impressions						31.5		15
CPP/CPM						\$16.19		
Mo-Fr 7:00a-9:00a								
PRICE IS RIGHT	:30	--	2	2	2	10.3	3	\$148.75
GRPs/Impressions						61.8		6
CPP/CPM						\$14.44		
Mo-Fr 10:57a-12:00p								
NEW 12 @ 12NOON	:30	--	2	2	3	10.4	3	\$85.00
GRPs/Impressions						72.8		7
CPP/CPM						\$8.17		
Mo-Fr 12:00p-12:30p								
NEWS 12 @6PM	:30	--	2	2	2	5.0	3	\$102.00
GRPs/Impressions						30		6
CPP/CPM						\$20.40		
Mo-Fr 5:58p-6:30p								
CBS This Morning: Saturday	:30	--	1	1	1	4.1	3	\$85.00
GRPs/Impressions						12.3		3
CPP/CPM						\$20.73		
Sat 9:00a-11:00a								
CBS SUNDAY MORNING	:30	--	1	1	1	8.7	3	\$127.50
GRPs/Impressions						26.1		3
CPP/CPM						\$14.66		
Sun 9:00a-10:30a								
SUPER BOWL PRE GAME 1-2PM	:30	2	--	--	--	23.4	1	\$85.00
GRPs/Impressions						46.8		2
CPP/CPM						\$3.63		
Sun 1:00p-2:00p								
SUPER BOWL PRE GAME 2-3P	:30	1	--	--	--	28.6	1	\$510.00
GRPs/Impressions						28.6		1
CPP/CPM						\$17.83		
Sun 2:00p-3:00p								
SUPER BOWL PRE GAME 3P-4P	:30	1	--	--	--	31.9	1	\$510.00
GRPs/Impressions						31.9		1
CPP/CPM						\$15.99		
Sun 3:00p-4:00p								
WDEF Totals		4	16	16	18			\$4,692.00
						GRP/(000)	363.8	Spts: 54
						CPP/CPM:	\$12.90	
						Reach:	48.7	
						Frequency:	2.5	



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Total Cost: \$4,692.00 **Signature** *Vince Butler*

General Summary (CS-Households CS.000)

Description	Spots	Cost	GRPs	Impressions (000)	CPM
WDEF	54	\$4,692.00	120.2	363.8	\$12.90



Judge McVeagh - gross

Book: Comscore December 2023

Proposal ID: 63244
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Flight Dates: 2/9/2024-3/5/2024

Program Time	Spot Length	S-Households				CS.000	Wks	Rate Spots
		FE 9	FE 12	FE 19	FE 26			
WDEF								
New 12 This Morning 6A	:30	--	3	3	4	2.2	3	\$30.00
GRPs/Impressions						22		10
CPP/CPM						\$13.64		
Mo-Fr 6:00a-7:00a								
CBS This Morning	:30	--	5	5	5	2.1	3	\$40.00
GRPs/Impressions						31.5		15
CPP/CPM						\$19.05		
Mo-Fr 7:00a-9:00a								
PRICE IS RIGHT	:30	--	2	2	2	10.3	3	\$175.00
GRPs/Impressions						61.8		6
CPP/CPM						\$16.99		
Mo-Fr 10:57a-12:00p								
NEW 12 @ 12NOON	:30	--	2	2	3	10.4	3	\$100.00
GRPs/Impressions						72.8		7
CPP/CPM						\$9.62		
Mo-Fr 12:00p-12:30p								
NEWS 12 @6PM	:30	--	2	2	2	5.0	3	\$120.00
GRPs/Impressions						30		6
CPP/CPM						\$24.00		
Mo-Fr 5:58p-6:30p								
CBS This Morning: Saturday	:30	--	1	1	1	4.1	3	\$100.00
GRPs/Impressions						12.3		3
CPP/CPM						\$24.39		
Sat 9:00a-11:00a								
CBS SUNDAY MORNING	:30	--	1	1	1	8.7	3	\$150.00
GRPs/Impressions						26.1		3
CPP/CPM						\$17.24		
Sun 9:00a-10:30a								
SUPER BOWL PRE GAME 1-2PM	:30	2	--	--	--	23.4	1	\$100.00
GRPs/Impressions						46.8		2
CPP/CPM						\$4.27		
Sun 1:00p-2:00p								
SUPER BOWL PRE GAME 2-3P	:30	1	--	--	--	28.6	1	\$600.00
GRPs/Impressions						28.6		1
CPP/CPM						\$20.98		
Sun 2:00p-3:00p								
SUPER BOWL PRE GAME 3P-4P	:30	1	--	--	--	31.9	1	\$600.00
GRPs/Impressions						31.9		1
CPP/CPM						\$18.81		
Sun 3:00p-4:00p								
WDEF Totals		4	16	16	18			\$5,520.00
						GRP/(000)		Spts: 54
						363.8		
						CPP/CPM:		
						\$15.17		
						Reach:		
						48.7		
						Frequency:		
						2.5		



Judge McVeagh - gross

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Total Cost: \$5,520.00 Signature _____

General Summary (CS-Households CS.000)

Table with 6 columns: Description, Spots, Cost, GRPs, Impressions (000), CPM. Row 1: WDEF, 54, \$5,520.00, 120.2, 363.8, \$15.17

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Vote Judge Alex campaign, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:
Judge Alex McVeagh

Authorized committee:
Vote Judge Alex

Agency requesting time (and contact information):
 N/A Vince Butler, Butler Consulting / 5 Strong

Candidate's political party:
Republican

Office sought (no acronyms or abbreviations):
Hamilton County Circuit Court, Division III

Date of election: March 5, 2024 General Primary

Treasurer of candidate's authorized committee:
Garnett Decosimo, Treasurer

The undersigned represents that:
 (1) the payment for the broadcast time requested has been furnished by (check one box below):
 the candidate listed above who is a legally qualified candidate, or
 the authorized committee of the legally qualified candidate listed above;
 (2) this station is authorized to announce the time as paid for by such person or entity; and
 (3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

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

Candidate/Committee/Agency	Station Representative
Signature:	Signature:
Name: Vince Butler	Name: Jess Kaly
Date of Request to Purchase Ad Time: 2-5-24	Date of Station Agreement to Sell Time: 2-9-24

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 2-5-24

Federal candidate certification signed (above): Yes No N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>278008</u>	Station Call Letters: <u>WDEF</u>	Date Received/Requested: <u>2-5-24</u>
Est. #:	Station Location: <u>Chattanooga</u>	Run Start and End Dates: <u>2/11-3/1/24</u>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

Vote Judge Alex
PO Box 11531
Chattanooga, TN 37401

1076
87-0863/0640

Date 2-9-24

Pay to the
Order of

WDEF-TV

\$ 4,692.00

four thousand six hundred ninety two and 00/100 Dollars

Security details
on back

Pinnacle
FINANCIAL PARTNERS

278008

For

Ad Buy - Ch 12

Vic A. Bond

MP

⑆064008637⑆ ⑆1076⑆ 800108926742⑆

TO REORDER CALL 615-240-4774