

# Roy Moore for Senate News Add 11/30

Contract # 311286

Advertiser: Roy Moore for Senate  
Agency:  
Buyer:  
Length(s): :30  
Proposal #: 1201669  
Market [Rank]: BIRMINGHAM [44]  
Books: Oct-17BIRMINGHAM-L7  
Flight Dates: 12/02/17 - 12/12/17

Station Contact:  
Name: Wayne Reid  
Phone: (205) 403-3324  
Fax: (205) 982-3820  
Email: dwreid@sbgvtv.com

Program DP Days Time	Rate Weeks	Dec 2	Dec 4	Dec 11	Cost Spots	A18+ RTG CPP/SHR			
<b>WBMA+</b>									
<b>ABC 33/40 MORNING NEWS</b>	\$105	-	10	5	\$1,575	1.8p			
M M-F 5:00A- 6:00A	2				15	\$58.33			
						9			
<b>ABC 33/40 MORNING NEWS</b>	\$195	-	8	4	\$2,340	1.7p			
M M-F 6:00A- 7:00A	2				12	\$114.71			
						8			
<b>GOOD MORNING AMERICA</b>	\$210	-	5	6	\$2,310	1.8p			
M M-F 7:00A- 9:00A	2				11	\$116.67			
						8			
<b>MIDDAY NEWS</b>	\$140	-	5	4	\$1,260	1.9p			
D M-F 11:00A-12:00P	2				9	\$73.68			
						7			
<b>FOCUS @ 4</b>	\$140	-	8	-	\$1,120	2.3p			
R M-F 4:00P- 5:00P	1				8	\$60.87			
						7			
<b>ABC 33/40 NEWS @ 5</b>	\$300	-	3	-	\$900	4.0p			
R M-F 5:00P- 5:30P	1				3	\$75.00			
						11			
<b>ABC 33/40 NEWS @ 6</b>	\$525	-	5	-	\$2,625	4.9p			
R M-F 6:00P- 6:30P	1				5	\$107.14			
						13			
<b>ABC 33/40 NEWS @ 10</b>	\$300	-	1	-	\$300	3.1p			
T M-F 10:00P-10:35P	1				1	\$96.77			
						7			
<b>ABC 33/40 MORNING NEWS</b>	\$40	-	8	3	\$440	0.8p			
M M-F 4:30A- 5:00A	2				11	\$50.00			
						5			
<b>ABC 33/40 SATURDAY NEWS @ 6</b>	\$245	1	1	-	\$490	1.6p			
W SAT 6:00P- 6:30P	2				2	\$153.13			
						3			
<b>ABC 33/40 NEWS @ 10</b>	\$245	-	1	-	\$245	3.8			
W SAT 10:00P-10:35P	1				1	\$64.47			
Hiatus: 12/02/17						8			
<b>ABC 33/40 NEWS @ 10</b>	\$245	1	-	-	\$245	2.3			
W SAT 10:30P-11:00P	1				1	\$106.52			
						5			
<b>FULL MEASURE WITH SHARYL ATTKISSON</b>	\$100	1	1	-	\$200	0.7p			
W SUN 9:30A-10:00A	2				2	\$142.86			
						2			
<b>ABC 33/40 SUNDAY NEWS @ 5</b>	\$225	1	1	-	\$450	2.2p			
W SUN 5:00P- 5:30P	2				2	\$102.27			
						5			
<b>ABC 33/40 NEWS @ 10</b>	\$215	1	-	-	\$215	3.0p			
W SUN 10:00P-10:35P	1				1	\$71.67			
						7			

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+R	84	\$14,715	169.20	\$86.97	50.06	3.38	669,298	1,336,992

Dayparts: M - MORNING; W - WEEKEND; D - DAYTIME; T - LATE NEWS; R - EARLY NEWS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Wayne Reid

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**From:** Josh Baginski <josh.baginski@flspr.com>  
**Sent:** Thursday, November 30, 2017 2:36 PM  
**To:** Wayne Reid  
**Subject:** Re: Roy Moore Schedules

Approved Wayne.

Josh Baginski  
850-222-8156  
www.flspr.com  
Front Line Strategies  
526 East Park Avenue  
Tallahassee, FL 32301

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**From:** Wayne Reid <dwreid@sbgstv.com>  
**Sent:** Thursday, November 30, 2017 3:34:20 PM  
**To:** Josh Baginski  
**Subject:** RE: Roy Moore Schedules

Josh,

I went through what you have placed and the attached schedule is what you can still add into news. This will completely saturate the news give you multiple spots in each newscast about 1 every 15 minutes.

Let me know if this is good to go. I can get this started Saturday. Also did you want to look at anything on the other two stations. I know you have been busy and may not had time to check them out. Both Highway 31 and Doug Jones are running spots on those two stations and you don't have a voice there. Let me know I can work something up for them as well.

Thanks,

*Wayne Reid*

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**From:** Josh Baginski [mailto:josh.baginski@flspr.com]  
**Sent:** Thursday, November 30, 2017 12:59 PM  
**To:** Wayne Reid <dwreid@sbgstv.com>  
**Subject:** Re: Roy Moore Schedules

No worries at all Wayne, my apologies for hounding y'all. Just been having trouble with my email and want to make sure they got through to you.

Thanks!

Josh Baginski



WBMA  
651 Beacon Pkwy W Ste 105  
Birmingham, AL 35209

Front Line Strategies  
526 East Park Ave  
Tallahassee, FL 32301

## Contract # 3111286

### Schedule Dates

12/02/17-12/12/17

### Advertiser

Roy Moore for Senate-R (117997)

### Agency

Front Line Strategies (18326)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

Roy Moore for Senate News Add11/30 (979128)

### Salesperson

HOUSE-BIRMINGHAM, WTTT/WABM/WDDDB/WBMA

### Sales Office

WTTT/WABM/WDDDB/WBMA/EBMA/GBMA

### Buyer Name

Baginski, Josh

### Phone/Fax

/

### CPE

N/A

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

Date Entered 11/30/17

Last Modified 11/30/17

Entered By Donald Reid

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,207.25

Net Total \$12,507.75

Sales Tax

**Birmingham (WBMA)**  
By Broadcast Month Spots Rate  
Dec. 2017 84 \$14,715.00  
Grand Total: 84 \$14,715.00

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 / News	12/04/17-12/08/17	3	:30	5:00:01A- News-Good Morning Alabama 5a Monday-Friday	2	2	2	2	2	2			10	\$105.00	\$1,050.00	Birmingham (WBMA)		11/30/17
2.0	Normal Line / News	12/11/17-12/12/17	3	:30	5:00:01A- News-Good Morning Alabama 5a Monday-Friday	1	4							5	\$105.00	\$525.00	Birmingham (WBMA)		11/30/17
3.0	Normal Line / News	12/04/17-12/08/17	3	:30	6A- News-Good Morning Alabama 6a Monday-Friday	1	2	1	2	2	2			8	\$195.00	\$1,560.00	Birmingham (WBMA)		11/30/17
4.0	Normal Line / News	12/12/17-12/12/17	3	:30	6A- News-Good Morning Alabama 6a Monday-Friday		4							4	\$195.00	\$780.00	Birmingham (WBMA)		11/30/17
5.0	Normal Line / News	12/04/17-12/08/17	3	:30	7A- ABC-Good Morning America	5	X	X	X	X	X			5	\$210.00	\$1,050.00	Birmingham (WBMA)		11/30/17
6.0	Normal Line / News	12/12/17-12/12/17	3	:30	7A- ABC-Good Morning America		6							6	\$210.00	\$1,260.00	Birmingham (WBMA)		11/30/17
7.0	Normal Line / News	12/04/17-12/07/17	3	:30	11A- News-ABC 3340 11a Monday-Friday	1	1	1	2	2				5	\$140.00	\$700.00	Birmingham (WBMA)		11/30/17
8.0	Normal Line / News	12/12/17-12/12/17	3	:30	11A- News-ABC 3340 11a Monday-Friday		4							4	\$140.00	\$560.00	Birmingham (WBMA)		11/30/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

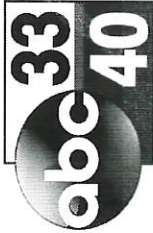
Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1294> ...to be part of their agreement, and the sale of advertising is expressly subject to said Terms.





WBMA  
651 Beacon Pkwy W Ste 105  
Birmingham, AL 35209

Front Line Strategies  
526 East Park Ave  
Tallahassee, FL 32301

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Roy Moore for Senate News Add11/30 (979128)

### Salesperson

HOUSE-BIRMINGHAM, WTTT/WABM/WDDb/WBMA

### Sales Office

WTTT/WABM/WDDb/WBMA/EBMA/GBMA

### Buyer Name

Baginski, Josh

### Phone/Fax

/

### CPE

N/A

### Account Types

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### Comments

Date Entered 11/30/17  
Last Modified 11/30/17  
Entered By Donald Reid  
CO-OP No  
Headline #  
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Sales Tax

## Birmingham (WBMA)

By Broadcast Month Spots Rate

Dec. 2017 84 \$14,715.00

Grand Total: 84 \$14,715.00

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
9.0	Normal Line / News	12/04/17-12/07/17	3	:30	3:59-5:00P- News-ABC 3340		3	2	2	1				8	\$140.00	\$1,120.00	Birmingham (WBMA)		11/30/17
10.0	Normal Line / News	12/04/17-12/08/17	4	:30	5P- News-ABC 3340 5p		1	1			1			3	\$300.00	\$900.00	Birmingham (WBMA)		11/30/17
11.0	Normal Line / News	12/04/17-12/06/17	3	:30	5:59P- News-ABC 3340 6p		2	2	1					5	\$525.00	\$2,625.00	Birmingham (WBMA)		11/30/17
12.0	Normal Line / News	12/04/17-12/04/17	4	:30	10P- News-ABC 3340 10p		1							1	\$300.00	\$300.00	Birmingham (WBMA)		11/30/17
13.0	Normal Line / News	12/04/17-12/08/17	2	:30	4:30A- News-Good Morning Alabama 430a		1	2	2	2	1			8	\$40.00	\$320.00	Birmingham (WBMA)		11/30/17
14.0	Normal Line / News	12/11/17-12/12/17	2	:30	4:30A- News-Good Morning Alabama 430a		1	2						3	\$40.00	\$120.00	Birmingham (WBMA)		11/30/17
15.0	Normal Line / News	12/02/17-12/09/17	3	:30	5:59-11P- News-ABC 3340 6p Saturday							1		2	\$245.00	\$490.00	Birmingham (WBMA)		11/30/17
16.0	Normal Line / News	12/02/17-12/02/17	1	:30	10:30P- News-ABC 3340 10p Saturday							1		1	\$245.00	\$245.00	Birmingham (WBMA)		11/30/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

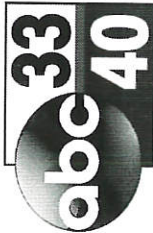
Date:

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.



WBMA  
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Birmingham, AL 35209

Front Line Strategies  
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Tallahassee, FL 32301

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### Salesperson

HOUSE-BIRMINGHAM, WTTT/WABM/WDDDB/WBMA

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WTTT/WABM/WDDDB/WBMA/EBMA/GBMA

### Buyer Name

Baginski, Josh

### Phone/Fax

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### CPE

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Grand Total: 84 \$14,715.00

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17.0	Normal Line / News	12/09/17-12/09/17	1	:30	10P- News-ABC 3340 10p Saturday	1						1		1	\$245.00	\$245.00	Birmingham (WBMA)		11/30/17
18.0	Normal Line / SPOT	12/03/17-12/10/17	2	:30	9:30A- News-Full Measure with Sharyl Attkisson	1							1	2	\$100.00	\$200.00	Birmingham (WBMA)		11/30/17
19.0	Normal Line / News	12/03/17-12/10/17	4	:30	5P- News-ABC 3340 5p Sunday	1							1	2	\$225.00	\$450.00	Birmingham (WBMA)		11/30/17
20.0	Normal Line / News	12/03/17-12/03/17	3	:30	10P- News-ABC 3340 10p Sunday	1							1	1	\$215.00	\$215.00	Birmingham (WBMA)		11/30/17

## 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.

## 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

<b>Station and Location:</b> <u>33 / 40 ; BIRMINGHAM, AL</u>	<b>Date:</b> <u>11/13/17</u>
---	---------------------------------

I, JOSH BAGINSKI,  
 being/on behalf of: JUDGE ROY MOORE FOR US SENATE,  
 a legally qualified candidate of the REPUBLICAN  
 political party for the office of: US SENATE (AL)  
 in the GENERAL  
 election to be held on: DEC 12<sup>th</sup>

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>Su</u> <u>Email</u>			

Attach proposed schedule with charges (if available):



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

JUDGE ROY MOORE FOR US SENATE

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:

RICH HOBSON

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**

11/13/17

Date



Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

LISA B. MONTGOMERY

Printed Name

RSN

Title



## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, JOSH BAGINSKI  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

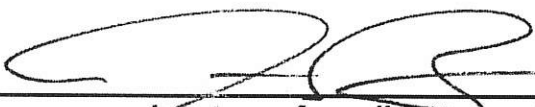
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the 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.

☒ the television programming 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.

  
\_\_\_\_\_  
signature of candidate or authorized committee

JOSH BAGINSKI 11/13/17  
\_\_\_\_\_  
printed name date

FRONT LINE STRATEGIES, INC

PO BOX 1491  
TALLAHASSEE, FL 32302  
(850) 222-8156

Bank of America  
ACH R/T 063100277

3202

63-4/630 FL  
24432

11/30/17

PAY TO THE  
ORDER OF

WBMA ABC33/40

\$12,507.75

TWELVE THOUSAND FIVE HUNDRED SEVEN AND

75/100

DOLLARS

MEMO

*Butt & PZ*

AUTHORIZED SIGNATURE

⑈003202⑈ ⑈063000047⑈ 005507251085⑈

FRONT LINE STRATEGIES, INC

3202

FRONT LINE STRATEGIES, INC

3202