

## 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> WCOV-TV	<b>Date:</b> 5/21/2014
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I, Betsy Vonderheid,

being/on behalf of: Kay Ivey,

a legally qualified candidate of the Republican

political party for the office of: Lt. Governor

in the Primary

election to be held on: June 3, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		5/27-6/3			

Attach proposed schedule with charges (if available): **\$400.00**

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

Ivey for Lt. Governor

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:

William Sellers

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**

5/21/2014

Date

Betsy Vandenberg

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]

Signature

DREW WOOD

Printed Name

NSM

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, \_\_\_\_\_  
(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

5/21/2014

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date

### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

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

**Attach proposed schedule with charges (if available):**

#### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

ORDER WORKSHEET

Rep Order# 10313875 Ver# 1 Status New  
 EC'd No

Traffic Order#  
 Last Received: 05/20/14 12:05 PM  
 Showing Buylines: 1 of 2

Printed: 05/20/14 11:39 AM  
 All Lines

1 of 2

*1/1/14*

Station WCOV-TV MONTGOMERY, AL  
 Advertiser (NW80) POLITICAL  
 Product **KAY IVEY FOR LT GOV**  
 Estimate# 430  
 Buyer Cheryl Mulhall

Agency (STVR) SRCP MEDIA  
 201 NORTH UNION ST, SUITE 200  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 72/156/430  
 Flight Dates 05/27/14-06/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (LW1) LUKE WILLINGHAM  
 Sales Assistant  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

KAY IVEY FOR LT GOV  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER - PLEASE CONFIRM - THANKS!

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu-F, M	9P-930P	NEWS	30	-	-	\$100.00	05/27-06/02	4	4	\$400.00

**COPY**

---REPORT TOTALS---

Report Totals: 4 / \$400.00

---SALES MONTHLY TOTALS---

Jun2014: 4 / \$400.00

Order Totals: 4 / \$400.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals	CABL	UNKN	WAKA	WBMM	WBMY
\$12,578.62	.00%	.00%	34.26%	.00%	.00%
WCOV	3.18%	WJRM	1.87%	WSPA	60.68%

---COMPETITIVE COMMENTS---

SHARES ACCURATE

Books [null]  
 Demos RA35+

**COPY**

*1/1/14*

ORDER WORKSHEET

Rep Order# 10313875 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 05/20/14 12:05 PM  
Last Received: 05/20/14 11:39 AM  
Showing Buylines: All Lines

Station WCOV-TV MONTGOMERY, AL  
Advertiser (NW88) POLITICAL  
Product KAY IVEY FOR LT GOV  
Estimate# 430  
Buyer Cheryl Mulhall

Agency (STYR) SRCP MEDIA  
201 NORTH UNION ST. SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 72/156/430  
Flight Dates 05/27/14-06/03/14

Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
Salesperson (LW1) LUKE WILLINGHAM  
Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

# CONTRACT



**WCOV-TV**  
 1 WCOV Ave  
 Montgomery, AL 36111  
 (334) 288-7020

<u>Contract / Revision</u> 11226 /		<u>Alt Order #</u> 10313875
<u>Product</u> KAY IVEY FOR LT GOV		
<u>Contract Dates</u> 05/27/14 - 06/03/14		<u>Estimate #</u> 430
<u>Advertiser</u> Political/ Kay Ivey For Lt. Governor		<u>Original Date / Revision</u> 05/20/14 / 05/20/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCOV-TV	<u>Account Executive</u> Luke Willingham	<u>Sales Office</u> Millennium Was
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 72	<u>Product Code</u> 156
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**SRCP Media**  
 201 North Union Street  
 Suite 200  
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WCOV	05/27/14	06/02/14	M-F 9p-935p Late News	9p-935p		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/27/14	06/02/14	MTWTF--				4	\$100.00			
<b>Totals</b>											4	\$400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/26/14 - 06/02/14	4	\$400.00	(\$60.00)	\$340.00
<b>Totals</b>	4	\$400.00	(\$60.00)	\$340.00

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

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or service, or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Woods Communications Corporation and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision of any order or agreement for advertising which purports to discriminate on the basis of race or ethnicity is hereby rejected.

# ORDER



WCOV-TV

**Orders**  
**Order / Rev:** 11226  
**Alt Order #:** 10313875  
**Product Desc:** KAY IVEY FOR LT GOV  
**Estimate:** 430  
**Flight Dates:** 05/27/14 - 06/03/14  
**Original Date / Rev:** 05/20/14 / 05/20/14  
**Order Type:** GENERAL

**Primary AE:** Luke Willingham  
**Sales Office:** WASH  
**Sales Region:** NAT

**Agency Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street  
 Alexandria, VA 22314

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

**Advertiser Name:** Political/ Kay Ivey For Lt. Governor  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** \$0  
**Revenue Codes:** AGY, GEN, GEN

**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
05/26/14	06/02/14	4	\$400.00	\$340.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2014	4	\$400.00	\$340.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$400.00</b>	<b>\$340.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Luke Willingham			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	
E 1	WCOV	05/27/14	06/02/14	M-F 9p-935p Late News	CM	9p-935p	MTWTF--	:30	4	\$100.00	L-3	0.00	NM	4	\$400.00	
				M-F 9p-935p Late News												
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 05/27/14	06/02/14	MTWTF--		4				\$100.00		0.00				
														<b>Totals</b>	<b>4</b>	<b>\$400.00</b>