

James

POLITICAL ADVERTISING REQUEST

Date:	Nov. 1, 2016
Time:	2:00 pm
Contact Name:	Tanisha A. Hickerson
Candidate or Issue	Jefferson County District Court Judge
Party Affiliation office seeking	non-partisan
Legal Name of Election Committee:	The Committee to Elect Hickerson for Judge
Billing Address:	4618 Wooded Oak Circle
	Louisville KY 40245
Telephone:	(502) 767-4146
Committee Treasurer or Chairperson:	Glenora Anderson
Telephone:	(502) 548-1715
<input checked="" type="checkbox"/>	Advise contact of company's political advertising policies
<input checked="" type="checkbox"/>	Send or fax political disclosure form with rates
<input checked="" type="checkbox"/>	File this form in the political activity book

REQUESTING RATES FOR: circle

<input checked="" type="checkbox"/> WDJX	<input checked="" type="checkbox"/> WGZB	<input checked="" type="checkbox"/> WGHL	<input checked="" type="checkbox"/> WMJM	<input checked="" type="checkbox"/> WXMA
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WXIA
- WJTM

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:
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x I, TANISHA A. HICKERSON
 being/on behalf of: Setterson County District Judge, a legally
 qualified candidate of the Dem - Partisan political
 party for the office of: _____
 in the _____
 election to be held on: November 8th 2016

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:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

x I, Tanisha A. Hickerson

(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.

x Tanisha A. Hickerson

signature of candidate or authorized committee

Tanisha A. Hickerson

printed name

11/3/16
date

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

[Empty rectangular box for listing matters of national importance]

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

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:

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

6/3/11 _____
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected

Signature Printed Name Title

ORDER



Orders
Order / Rev: 156389
Alt Order #:
Product Desc: Tanisha A. Hickerson/Jeff Co District Co
Estimate:
Flight Dates: 11/05/16 - 11/08/16
Original Date / Rev: 11/03/16 / 11/03/16
Order Type: TRANSACTIONAL

WXMA-FM

Primary AE: James Victory
Sales Office: L-LOU
Sales Region: Local

Agency Name: Committee to Elect Hickerson for Jud
Buying Contact: Glenora Anderson
Billing Contact:
 4618 Wooded Oak Circle
 Louisville, KY 40245

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser Name: Committee to Elect Hickerson for Jud
Demographic: HH
Product Codes: Candidates
Priority: P-04
Revenue Codes: DIR, POL, POL-CAND

New Business Thru:
Order Separation: 00:45:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	16	\$409.00	\$409.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	16	\$409.00	\$409.00	0.00
Totals	16	\$409.00	\$409.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
James Victory	L-LOU	Local	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	WXMA	11/05/16	11/05/16	Sa-Su AM Sa-Su AM	CM	6a-10a	-----1-	1:00	1	\$3.00	P-04	0.00	NM	1	\$3.00
N 2	WXMA	11/05/16	11/05/16	Sa-Su Midday Sa-Su Midday	CM	10a-3p	-----1-	1:00	1	\$10.00	P-04	0.00	NM	1	\$10.00
N 3	WXMA	11/05/16	11/05/16	Sa-Su PM Sa-Su PM	CM	3p-7p	-----1-	1:00	1	\$7.00	P-04	0.00	NM	1	\$7.00
N 4	WXMA	11/05/16	11/05/16	Sa-Su Evening Sa-Su Evening	CM	7p-12a	-----1-	1:00	1	\$2.00	P-04	0.00	NM	1	\$2.00
N 5	WXMA	11/06/16	11/06/16	Sa-Su AM Sa-Su AM	CM	6a-10a	-----1	1:00	1	\$3.00	P-04	0.00	NM	1	\$3.00
N 6	WXMA	11/06/16	11/06/16	Sa-Su Midday Sa-Su Midday	CM	10a-3p	-----1	1:00	1	\$10.00	P-04	0.00	NM	1	\$10.00
N 7	WXMA	11/06/16	11/06/16	Sa-Su PM Sa-Su PM	CM	3p-7p	-----1	1:00	1	\$5.00	P-04	0.00	NM	1	\$5.00
N 8	WXMA	11/06/16	11/06/16	Sa-Su Evening Sa-Su Evening	CM	7p-12a	-----1	1:00	1	\$2.00	P-04	0.00	NM	1	\$2.00
N 9	WXMA	11/07/16	11/07/16	Mo-Fr Midday Mo-Fr Midday	CM	10a-3p	1-----	1:00	1	\$18.00	P-04	0.00	NM	1	\$18.00
N 10	WXMA	11/07/16	11/07/16	Mo-Fr PM Mo-Fr PM	CM	3p-7p	1-----	1:00	1	\$23.00	P-04	0.00	NM	1	\$23.00
N 11	WXMA	11/07/16	11/07/16	Mo-Fr Evening Mo-Fr Evening	CM	7p-12a	1-----	1:00	1	\$3.00	P-04	0.00	NM	1	\$3.00

Order / Rev: 156389
 Alt Order #:
 Flight Dates: 11/05/16 - 11/08/16

Advertiser: Committee to Elect Hickerson for Judge
 Product Desc: Tanisha A. Hickerson/Jeff Co District Co
 Estimate:
WXMA-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WXMA	11/08/16	11/08/16	Mo-Fr AM Mo-Fr AM	CM	6a-10a	-2-----	1:00	2	\$80.00	P-04	0.00	NM	2	\$160.00
N 13	WXMA	11/08/16	11/08/16	Mo-Fr PM Mo-Fr PM	CM	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	-1-----	1:00	1	\$70.00	P-04	0.00	NM	1	\$70.00
N 14	WXMA	11/07/16	11/07/16	Mo-Fr AM Mo-Fr AM	CM	6a-10a	1-----	1:00	1	\$23.00	P-04	0.00	NM	1	\$23.00
N 15	WXMA	11/08/16	11/08/16	Mo-Fr Midday Mo-Fr Midday	CM	10a-3p	-1-----	1:00	1	\$70.00	P-04	0.00	NM	1	\$70.00
Totals													16	\$409.00	



Hickerson For Judge

From: James Victory
 Phone: (502) 625-1250
 Email: james.victory@alphamediausa.com
 11/1/2016 2:52 PM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
WXMA-FM (continued)														
One Week Total		8		\$5.25	\$42.00	0.1%	\$42.00	1.0	10%	5%	0.7%	6,500	1.3	8,300
		8		\$5.25	\$42.00	0.1%	\$42.00	1.0	10%	5%	0.7%	6,500	1.3	8,300
	Sa 6A-10A	1	60	\$3.00	\$3.00	0.1%	\$30.00	0.1	10%	7%	0.1%	700	1.0	700
	Sa 10A-3P	1	60	\$10.00	\$10.00	0.2%	\$50.00	0.2	20%	24%	0.2%	1,800	1.0	1,800
	Sa 3P-7P	1	60	\$7.00	\$7.00	0.1%	\$70.00	0.1	10%	17%	0.1%	800	1.0	800
	Sa 7P-12M	1	60	\$2.00	\$2.00	0.1%	\$20.00	0.1	10%	5%	0.1%	1,100	1.0	1,100
	Su 6A-10A	1	60	\$3.00	\$3.00	0.1%	\$30.00	0.1	10%	7%	0.1%	500	1.0	500
	Su 10A-3P	1	60	\$10.00	\$10.00	0.2%	\$50.00	0.2	20%	24%	0.2%	1,500	1.0	1,500
	Su 3P-7P	1	60	\$5.00	\$5.00	0.1%	\$50.00	0.1	10%	12%	0.1%	1,000	1.0	1,000
	Su 7P-12M	1	60	\$2.00	\$2.00	0.1%	\$20.00	0.1	10%	5%	0.1%	900	1.0	900
Flight A - 1 wk (11/07)														
One Week Total		8		\$45.88	\$367.00	0.3%	\$174.76	2.1	20%	46%	1.5%	14,100	1.5	20,800
		8		\$45.88	\$367.00	0.3%	\$174.76	2.1	20%	46%	1.5%	14,100	1.5	20,800
	M 10A-3P	1	60	\$18.00	\$18.00	0.3%	\$60.00	0.3	14%	5%	0.3%	2,500	1.0	2,500
	M 3P-7P	1	60	\$23.00	\$23.00	0.1%	\$230.00	0.1	5%	6%	0.1%	1,400	1.0	1,400
	M 7P-12M	1	60	\$3.00	\$3.00	0.1%	\$30.00	0.1	5%	1%	0.1%	700	1.0	700
	Tu 6A-10A	2	60	\$80.00	\$160.00	0.3%	\$266.67	0.6	29%	44%	0.5%	4,800	1.2	5,800
	Tu 3P-6P	1	60	\$70.00	\$70.00	0.4%	\$175.00	0.4	19%	19%	0.4%	4,100	1.0	4,100
	M 6A-10A	1	60	\$23.00	\$23.00	0.2%	\$115.00	0.2	10%	6%	0.2%	2,100	1.0	2,100
	Tu 10A-3P	1	60	\$70.00	\$70.00	0.4%	\$175.00	0.4	19%	19%	0.4%	4,200	1.0	4,200

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: LOUISVILLE; SU16 SD; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.
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