

ORDER



Orders
Order / Rev: 1817932
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/02/17 - 10/03/17
Original Date / Rev: 09/19/17 / 09/19/17
Order Type: General

WBRC-TV

Primary AE: House WBRC
Sales Office: WBRC
Sales Region: Local

Agency
Name: Committee to Elect Dr Douglas Ragland
Buying Contact:
Billing Contact: Teresa Ragland
 1061 Sunhill Road NW
 Birmingham, AL 35215

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

Advertiser
Name: POL/Ragland, Douglas/Birmingham S
Demographic: A25-54
Product Codes: PL575
Priority: P 3
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/03/17	4	\$1,175.00	\$998.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	4	\$1,175.00	\$998.75	228.40
Totals	4	\$1,175.00	\$998.75	228.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WBRC			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	WBRC	10/02/17	10/03/17	LOC FOX 6 GDA M-F 6-7am	Comm	6-7am	11-----	:30	2	\$350.00	P 3	64.60	NM	2	\$700.00
				GDA 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	11-----		2				\$350.00		64.60			
N 2	WBRC	10/02/17	10/02/17	LOC FOX 6 M-F Noon News	Comm	12-1pm	1-----	:30	1	\$130.00	P 3	39.30	NM	1	\$130.00
				Noon News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	1-----		1				\$130.00		39.30			
N 3	WBRC	10/02/17	10/02/17	LOC FOX 6 M-F News 9pm	Comm	9-930pm	1-----	:30	1	\$345.00	P 3	59.90	NM	1	\$345.00
				M-F 9pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	1-----		1				\$345.00		59.90			
													Totals	4	\$1,175.00



Ragland- Birmingham School Board

#1817932

9.19.17 *JKW*

Book: May 2017 LivePlus

Station: WBRC
 Schedule Date: 10/2/2017 - 10/3/2017
 Advertiser: <No Advertiser>
 Spot Length(s): :30
 Book: May 2017 LivePlus
 Author: Dave Duncan

Acct. Exec: Dave Duncan
 Phone #: 205-583-4301
 Email: dduncan@wbrc.com
 Web Site: www.wbrc.com

Flight Dates: 10/2/2017-10/3/2017

Program Time	Spot Length	OC	DMA P35+	Wk s	Rate Spots
WBRC					
GOOD DAY AL 6A	:30	2	64.6	1	\$350.00
GRPs/Impressions			129.2		2
CPP/CPM			\$5.42		
Mo-Fr 6:00a-7:00a	<i>(MTU)</i>				
WBRC NOON NEWS	:30	1	39.3	1	\$130.00
GRPs/Impressions			39.3		1
CPP/CPM			\$3.31		
Mo-Fr 12:00p-1:00p	<i>(MON)</i>				
WBRC NEWS AT 9P	:30	1	59.9	1	\$345.00
GRPs/Impressions			59.9		1
CPP/CPM			\$5.76		
Mo-Fr 9:00p-9:30p	<i>(MON)</i>				

Total Cost: \$1,175.00

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:

WBRC 6 Birmingham

Date: 9-12-17

I, **Teresa W. Ragland**

being/on behalf of: **Dr. Douglas Lee Ragland**

a legally qualified candidate of the

Democratic political party for the

office of: Birmingham School

Board District 1

in the 2017 Run Off Municipal

election to be held on: **October 3, 2017**

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Teresa W. Ragland

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 the treasurer of the candidate's authorized committee is:
Teresa W. Ragland

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,

Douglas L. Ragland

To Be Signed By Candidate or Authorized Committee

9-12-17

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Dave Duncan

DAVE DUNCAN

GSM

Laurel L. Rayburn