



Target Enterprises  
15260 Ventura Boulevard, Suite 1240  
Sherman Oaks, CA 91403  
(818) 905-0005

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISING

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

Station and Location:

WBRC-TV Birmingham

Date:

8/21/18

I, Nim Frazer, Jr.

being/on behalf of: Kay Ivey

a legally qualified candidate of the Republican

political party for the office of: Governor

in the General

election to be held on: November 6, 2018

do hereby request station time as follows: **SEE ATTACHED SCHEDULES**

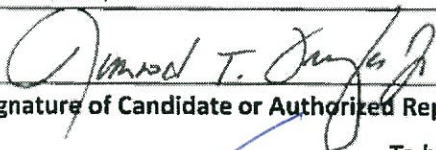
I represent that the payment for the above described broadcast time has been furnished by:

Kay Ivey for 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:

Nim Frazer, Jr.



Signature of Candidate or Authorized Representative

Date

To be Signed by Station Representative

☒

Accepted

☐

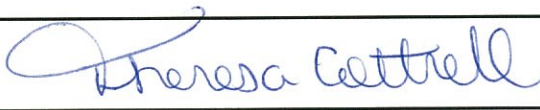
Accepted in Part

☐

Rejected

Theresa Cottrell

Printed Name

 Sales Manager

Title



Target Enterprises  
15260 Ventura Boulevard, Suite 1240  
Sherman Oaks, CA 91403  
(818) 905-0005

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISING

1, Kay Ivey

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement: (check applicable box)

☐ DOES

☐ DOES NOT

refer to an opposing candidate. 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 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 Representative

Nim Frazer, Jr.

Printed Name

February 21, 2018

Date

**ORDER**

**Orders**  
**Order / Rev:** 2044430  
**Alt Order #:** 09201279  
**Product Desc:** KAY IVEY-GOVERNOR  
**Estimate:** 2609  
**Flight Dates:** 08/22/18 - 08/28/18  
**Original Date / Rev:** 08/22/18 / 08/22/18  
**Order Type:** General

WBRC-TV

**Primary AE:** Lisa Riddle  
**Sales Office:** T-LA  
**Sales Region:** National

**Agency Name:** Target Enterprises  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Blvd #1240  
 Sherman Oaks, CA 91403

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

**Advertiser Name:** POL/Ivey, Kay/Governor  
**Demographic:** A35+  
**Product Codes:** PL500  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Pol-Candidate  
**Priority:** P 4

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/18	08/26/18	20	\$5,970.00	\$5,074.50
08/27/18	08/28/18	10	\$3,180.00	\$2,703.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2018	20	\$5,970.00	\$5,074.50	0.00
September 2018	10	\$3,180.00	\$2,703.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$9,150.00</b>	<b>\$7,777.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lisa Riddle			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WBRC-TV	60%	\$9,150.00
Market	100%	\$15,250.00

**Competitive Share**

Competitive Share	Share	Total
WABM	0%	\$0.00
WBIQ	0%	\$0.00
WBMA	20%	\$3,050.00
WBRCb	0%	\$0.00
WCFT	0%	\$0.00
WCIQ	0%	\$0.00
WDBB	0%	\$0.00
WIAT	10%	\$1,525.00
WJRD	0%	\$0.00
WJSU	0%	\$0.00
WPXH	0%	\$0.00
WTJP	0%	\$0.00
WTOO	0%	\$0.00
WVTM	10%	\$1,525.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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WBRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WBRC	08/22/18	08/24/18	LOC FOX 6 GDA M-F 6-7am GDA 6-7am	6-7am	--WTF--		:30	3	\$330.00	P 3	0.00	NM	3	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	---TF--		3				\$330.00		0.00			
N 2	WBRC	08/27/18	08/28/18	LOC FOX 6 GDA M-F 6-7am GDA 6-7am	6-7am	MT-----		:30	2	\$330.00	P 3	0.00	NM	2	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/18	09/02/18	MT-----		2				\$330.00		0.00			
N 3	WBRC	08/22/18	08/24/18	LOC FOX 6 GDA M-F 7-9am GDA 7-9am	7-9am	--WTF--		:30	3	\$260.00	P 3	0.00	NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	---TF--		3				\$260.00		0.00			
N 4	WBRC	08/27/18	08/28/18	LOC FOX 6 GDA M-F 7-9am GDA 7-9am	7-9am	MT-----		:30	2	\$260.00	P 3	0.00	NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/18	09/02/18	MT-----		2				\$260.00		0.00			
N 5	WBRC	08/22/18	08/24/18	LOC FOX 6 M-F Noon News Noon News	12-1pm	--WTF--		:30	3	\$220.00	P 3	0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	--WTF--		3				\$220.00		0.00			
N 6	WBRC	08/27/18	08/28/18	LOC FOX 6 M-F Noon News Noon News	12-1pm	MT-----		:30	2	\$220.00	P 3	0.00	NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/18	09/02/18	MT-----		2				\$220.00		0.00			
N 7	WBRC	08/22/18	08/24/18	LOC FOX 6 M-F News 6pm 6pm News	6-630pm	--WTF--		:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	--WTF--		3				\$400.00		0.00			
N 8	WBRC	08/27/18	08/28/18	LOC FOX 6 M-F News 6pm 6pm News	6-630pm	MT-----		:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/18	09/02/18	MT-----		2				\$400.00		0.00			
N 9	WBRC	08/22/18	08/24/18	LOC FOX 6 M-F News 9pm M-F 9pm News	9-930pm	--WTF--		:30	3	\$380.00	P 4	0.00	NM	3	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	--WTF--		3				\$380.00		0.00			
N 10	WBRC	08/27/18	08/28/18	LOC FOX 6 M-F News 9pm M-F 9pm News	9-930pm	MT-----		:30	2	\$380.00	P 4	0.00	NM	2	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/18	09/02/18	MT-----		2				\$380.00		0.00			
N 11	WBRC	08/25/18	08/25/18	LOC FOX 6 GDA SAT 6am GDA Saturday Morning News	6-8am	-----1-		:30	1	\$220.00	P 3	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	-----1-		1				\$220.00		0.00			
N 12	WBRC	08/26/18	08/26/18	LOC FOX 6 GDA SUN 6am GDA Sunday Morning News	6-8am	-----2		:30	2	\$150.00	P 3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	-----2		2				\$150.00		0.00			
N 13	WBRC	08/26/18	08/26/18	LOC FOX 6 SUN News 9pm Sun 9pm News	9-930pm	-----1		:30	1	\$360.00	P 3	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	-----1		1				\$360.00		0.00			
N 14	WBRC	08/26/18	08/26/18	LOC FOX 6 SUN News 10pm Sun 10pm News	10-1030pm	-----1		:30	1	\$320.00	P 3	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/18	08/26/18	-----1		1				\$320.00		0.00			
Totals														30	\$9,150.00



Rep: TELEREP, INC.  
Run On: Aug22/18 at 11:01

Order#: WBRC-TV BIRMINGHAM (ANN AND  
Station: TARGET ENTERPRISES  
Agency: POLUX IVEY/GOVAL  
Advertiser: POLUX IVEY/GOVAL  
Buyer: MEREDITH MARCUS

## REP BUYLINES

HiLine#: 9201219 (Mod 0.0)  
Dates: Aug21/18 - Aug28/18  
Prod1: KAY IVEY-GOVERNOR  
Prod2:  
Tel #:

Traffic#: 2044430  
Salesperson: LISA RIDDLE  
Est#: 2009  
Demo: RA35+

Page: 1  
Requested by: TR

Mod Code	Buy Line	Day/Time	Length	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rep: Last RA35+ Activity	Last Mod/Rev
	1	W-F/6-7A	30S	Aug22/18	Aug24/18	1	3	3	\$990	GOOD DAY AL	4.7 Aug21/18	Rev #0: A
	2	M-Tu/6-7A	30S	Aug27/18	Aug28/18	1	2	2	\$660	GOOD DAY AL	4.7 Aug21/18	Rev #0: A
	3	W-F/7-9A	30S	Aug22/18	Aug24/18	1	3	3	\$780	GOOD DAY AL	4.7 Aug21/18	Rev #0: A
	4	M-Tu/7-9A	30S	Aug27/18	Aug28/18	1	2	2	\$520	GOOD DAY AL	4.7 Aug21/18	Rev #0: A
	5	W-F/12N-1230P	30S	Aug22/18	Aug24/18	1	3	3	\$660	NOON NEWS	3.9 Aug21/18	Rev #0: A
	6	M-Tu/12N-1230P	30S	Aug27/18	Aug28/18	1	2	2	\$440	NOON NEWS	3.9 Aug21/18	Rev #0: A
	7	W-F/6-630P	30S	Aug22/18	Aug24/18	1	3	3	\$1,200	6PM NEWS	4.8 Aug21/18	Rev #0: A
	8	M-Tu/6-630P	30S	Aug27/18	Aug28/18	1	2	2	\$800	6PM NEWS	4.8 Aug21/18	Rev #0: A
	9	W-F/9-930P	30S	Aug22/18	Aug24/18	1	3	3	\$1,140	LATE NEWS	5.6 Aug21/18	Rev #0: A
	10	M-Tu/9-930P	30S	Aug27/18	Aug28/18	1	2	2	\$760	LATE NEWS	5.6 Aug21/18	Rev #0: A
	11	Sa/6-8A	30S	Aug25/18	Aug25/18	1	1	1	\$220	GOOD DAY AL SAT	4.4 Aug21/18	Rev #0: A
	12	Su/6-8A	30S	Aug26/18	Aug26/18	1	1	1	\$300	GOOD DAY AL SUN	4.0 Aug21/18	Rev #0: A
	13	Su/9-930P	30S	Aug26/18	Aug26/18	1	1	1	\$360	SUN LATE NEWS	5.2 Aug21/18	Rev #0: A
	14	Su/10-1030P	30S	Aug26/18	Aug26/18	1	1	1	\$320	SUN LATE NEWS	4.5 Aug21/18	Rev #0: A
Total 30 Spots for:									\$9,150		140.6	
Monthly Estimate Dollars:									\$5,970	Aug/18	93.2	Aug/18
									\$3,180	Sep/18	47.4	Sep/18