

## 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>WBRC-TV Birmingham</u>	<b>Date:</b> <u>10/05/18</u>
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I, Kim Hines,  
 being/on behalf of: Walt Maddox,  
 a legally qualified candidate of the Governor  
 political party for the office of: Democratic  
 in the General  
 election to be held on: November 6, 2018

do hereby request station time as follows:

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

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

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

Walt Maddox for Govenor

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:

Josh Taylor

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***

*Kirk Hines*

Date

Signature

***To Be Signed By Station Representative***

Accepted  
*Theresa Cottrell*

Accepted in Part  
Theresa Cottrell

Rejected  
Sales Manager

Signature

Printed Name

Title

# ORDER



**Orders**  
**Order / Rev:** 2078517  
**Alt Order #:**  
**Product Desc:** 2018 Mid-Term Election  
**Estimate:**  
**Flight Dates:** 10/08/18 - 10/12/18  
**Original Date / Rev:** 10/05/18 / 10/05/18  
**Order Type:** Political

**WBRC-TV**  
**Primary AE:** House WBRC  
**Sales Office:** WBRC  
**Sales Region:** Local

**Agency Name:** Matrix  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 70558  
 Montgomery, AL 36017

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

**Advertiser Name:** POL/Maddox, Walt/D/Gov/AL  
**Demographic:** A25-54  
**Product Codes:** PL500  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Pol-Candidate  
**Priority:** P15

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/12/18	17	\$8,820.00	\$7,497.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	17	\$8,820.00	\$7,497.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$8,820.00</b>	<b>\$7,497.00</b>	<b>0.00</b>

**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	10/08/18	10/12/18	LOC FOX 6 GDA M-F 6-7am GDA 6-7am	Comm	6-7am	-T-T---	:30	2	\$495.00	P 2	0.00	NM	2	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	-T-T---		2				\$495.00		0.00			
N 2	WBRC	10/08/18	10/12/18	LOC FOX 6 GDA M-F 7-9am GDA 7-9am	Comm	7-9am	--W-F--	:30	2	\$390.00	P 2	0.00	NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	--W-F--		2				\$390.00		0.00			
N 3	WBRC	10/08/18	10/12/18	LOC FOX 6 M-F News 6pm 6pm News	Comm	6-630pm	MTWTF--	:30	5	\$525.00	P 2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	MTWTF--		5				\$525.00		0.00			
N 4	WBRC	10/08/18	10/12/18	LOC FOX 6 M-F News 9pm M-F 9pm News	Comm	9-930pm	M-W-F--	:30	3	\$600.00	P 2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	M-W-F--		3				\$600.00		0.00			
N 5	WBRC	10/08/18	10/12/18	LOC FOX 6 M-F News 10pm M-F 10pm News	Comm	10-1035pm	MTWTF--	:30	5	\$525.00	P 2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/18	10/14/18	MTWTF--		5				\$525.00		0.00			
													<b>Totals</b>	<b>17</b>	<b>\$8,820.00</b>

Station	Day	Daypart	Program	Cost Total	# of Spots	Mon	Tue	Wed	Thur	Fri	
WBRC-TV				\$0.00	0						
Dave Duncan				\$0.00	0						
	M-F	M-F 6-7 am, Good Day Al	Good Day Alabama	\$495	2		1	0	1	0	
	M-F	M-F 7-9 am, Good Day Al	Good Day Alabama	\$390	2		0	1	0	1	
				\$0.00							
	M-F	M-F 6-6:30 pm, News	News	\$525.00	5	1	1	1	1	1	
	M-F	M-F 9-9:30 pm, News	News	\$800	3	1	0	1	0	1	
	M-F	M-F 10-10:35 pm, News	News	\$525.00	5	1	1	1	1	1	
				\$0.00							
				Gross	\$8,820.00	17					
				Net	\$7,497.00						