

## 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> WBRC-TV/Birmingham	<b>Date:</b> 4/26/18
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I, AxMedia,

being/on behalf of: Friends of Alice Martin,

a legally qualified candidate of the Republican

political party for the office of: Attorney General

in the Primary

election to be held on: June 5, 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:

Friends of Alice Martin

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:

Karen Guthrie, Treasurer

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***

4/26/18

**Date**



**Signature**

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

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Theresa Cottrell

**Signature**

Theresa Cottrell

**Printed Name**

Sales Manager

**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

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

\_\_\_\_\_  
date

**AGREED UPON SCHEDULE**

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

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

**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**

**Orders**  
**Order / Rev:** 1982251  
**Alt Order #:** 09077026  
**Product Desc:** 2018 PRIMARY  
**Estimate:** 298  
**Flight Dates:** 05/08/18 - 05/14/18  
**Original Date / Rev:** 05/07/18 / 05/07/18  
**Order Type:** General

WBRC-TV

**Primary AE:** Michael McCray  
**Sales Office:** T-DAL  
**Sales Region:** National

**Agency Name:** Ax Media  
**Buying Contact:**  
**Billing Contact:**  
 1251 NW Briarcliff Pkwy, Suite 85  
 Kansas City, MO 64116

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

**Advertiser Name:** POL/Martin, A/R/ATG/AL  
**Demographic:** A55+  
**Product Codes:** PL30  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Pol-Candidate  
**Priority:** P 2

**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
04/30/18	05/14/18	27	\$14,218.00	\$12,085.30

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	27	\$14,218.00	\$12,085.30	0.00
<b>Totals</b>	<b>27</b>	<b>\$14,218.00</b>	<b>\$12,085.30</b>	<b>0.00</b>

**Account Executives**

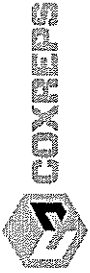
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Michael McCray			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WBRC	05/08/18	05/14/18	LOC FOX 6 GDA M-F 6-7am GDA 6-7am	Comm	6-7am	MTWTF--	:30	5	\$533.00	P 2	0.00	NM	5	\$2,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/08/18	05/14/18	MTWTF--			5			\$533.00		0.00			
N 2	WBRC	05/08/18	05/14/18	LOC FOX 6 GDA M-F 7-9am GDA 7-9am	Comm	7-9am	MTWTF--	:30	5	\$458.00	P 2	0.00	NM	5	\$2,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/08/18	05/14/18	MTWTF--			5			\$458.00		0.00			
N 3	WBRC	05/12/18	05/12/18	LOC FOX 6 GDA SAT 6-8am GDA Saturday Morning News	Comm	6-8am	-----1-	:30	1	\$278.00	P 2	0.00	NM	1	\$278.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1-			1			\$278.00		0.00			
N 4	WBRC	05/13/18	05/13/18	LOC FOX 6 GDA SUN 6-8am GDA Sunday Morning News	Comm	6-8am	-----1	:30	1	\$165.00	P 2	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1			1			\$165.00		0.00			
N 5	WBRC	05/08/18	05/14/18	LOC FOX 6 M-F News 530pm 530pm News	Comm	530-6pm	MTWTF--	:30	5	\$533.00	P 2	0.00	NM	5	\$2,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/08/18	05/14/18	MTWTF--			5			\$533.00		0.00			
N 6	WBRC	05/08/18	05/14/18	Comm 6-630pm	Comm	6-630pm	MTWTF--	:30	5	\$578.00	P 2	0.00	NM	5	\$2,890.00

Order / Rev: 1982251  
 Alt Order #: 09077026  
 Flight Dates: 05/08/18 - 05/14/18

Advertiser: POL/Martin, A/R/ATG/AL  
 Product Desc: 2018 PRIMARY  
 Estimate: 298  
 WBRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LOC FOX 6 M-F News 6p															
6pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 05/08/18		05/08/18	05/14/18	MTWTF--		5			\$578.00			0.00			
N 7	WBRC	05/08/18	05/14/18	LOC FOX 6 M-F News 9pm	Com	9-930pm	MTWTF--	:30	5	\$653.00	P 2	0.00	NM	5	\$3,265.00
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: 05/08/18		05/08/18	05/14/18	MTWTF--		5			\$653.00			0.00			
													Totals	27	\$14,218.00



Rep: TELEREP, INC.  
Run On: May16/18 at 20:16

E-Order#: 1969897 (Rev 0) Agt#7322548  
Station: WBRC-TV BIRMINGHAM (ANN AND  
Agency: AX MEDIA  
Advertiser: POLIJA MARTINIRATGIAL  
Buyer: EVA MAH

## REP BUYLINES

Headline#: 9077026 (Mod 0.0)  
Dates: May08/18 - May14/18  
Prod1: 2018 PRIMARY  
Prod2:  
Tel #:

Traffic#: 1982251  
Salesperson: MICHAEL MCCRAY  
Est#: 298  
Demo: RA55+

Page: 1  
Requested by: TR

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rating RA55+	Rep: Last RA55+ Activity	Last Mod/Rev
#CASH														
	1	Tu-F,M/6-7A Contract Comment: GOOD DAY AL 6A	30S	\$533	May08/18	May14/18	1	5	5	\$2,665	GOOD DAY AL 6A	6.3	6.3 May07/18	Rev #0: A
	2	Tu-F,M/7-9A Contract Comment: GOOD DAY ALABAMA	30S	\$458	May08/18	May14/18	1	5	5	\$2,290	GOOD DAY ALABAMA	6.7	6.7 May07/18	Rev #0: A
	3	Sat/6-8A Contract Comment: GOOD DAY ALABAMA SAT 6	30S	\$278	May12/18	May12/18	1	1	1	\$278	GOOD DAY ALABAMA SAT 6	5.6	5.6 May07/18	Rev #0: A
	4	Sun/6-8A Contract Comment: GOOD DAY ALABAMA SUN 6	30S	\$165	May13/18	May13/18	1	1	1	\$165	GOOD DAY ALABAMA SUN 6	6.0	6.0 May07/18	Rev #0: A
	5	Tu-F,M/530-6P Contract Comment: FOX 6 NEWS-530P	30S	\$533	May08/18	May14/18	1	5	5	\$2,665	FOX 6 NEWS-530P	7.1	7.1 May07/18	Rev #0: A
	6	Tu-F,M/6-630P Contract Comment: FOX 6 NEWS AT 6	30S	\$578	May08/18	May14/18	1	5	5	\$2,890	FOX 6 NEWS AT 6	6.5	6.5 May07/18	Rev #0: A
	7	Tu-F,M/9-930P Contract Comment: FOX 6 NEWS AT 9	30S	\$653	May08/18	May14/18	1	5	5	\$3,265	FOX 6 NEWS AT 9	7.0	7.0 May07/18	Rev #0: A
Total 27 Spots for:										\$14,218		179.6	179.6	

Monthly Estimate Dollars:

\$14,218 May/18

179.6 May/18