

11299 Judge Roy Moore for Senate

Advertiser: Judge Roy Moore for Senate
 Agency:
 Buyer:
 Length(s): :30
 Proposal #: 1193089
 Market [Rank]: BIRMINGHAM [45]
 Books: May-17BIRMINGHAM-L7
 Flight Dates: 07/31/17 - 08/15/17

2965855 Station Contact:

Name: Wayne Reid
 Phone: (205) 403-3324
 Fax: (205) 982-3820
 Email: dwreid@sbgty.com

Program	Rate	Jul	Aug	Aug	Cost	A18+			
DP Days Time	Weeks	31	7	14	Spots	RTG			
						CPP/SHR			
WBMA+									
SUN 5-6am	\$15	-	1	-	\$15	0.3			
M SUN 5:00A- 6:00A	1				1	\$50.00			
						2			
✓ ABC 33/40 MORNING NEWS	\$10	5	5	-	\$100	0.7P			
0 M-F 4:30A- 5:00A	2				10	\$14.29			
						4			
✓ ABC 33/40 MORNING NEWS	\$10	-	-	4	\$40	0.6			
0 M-Tu 4:30A- 5:00A	1				4	\$16.67			
						3			
✓ ABC 33/40 MORNING NEWS	\$65	5	5	-	\$650	1.3			
M M-F 5:00A- 6:00A	2				10	\$50.00			
						6			
✓ ABC 33/40 MORNING NEWS	\$65	-	-	4	\$260	1.1			
M M-Tu 5:00A- 6:00A	1				4	\$59.09			
						6			
✓ ABC 33/40 MORNING NEWS	\$125	5	5	-	\$1,250	1.9P			
M M-F 6:00A- 7:00A	2				10	\$65.79			
						8			
✓ ABC 33/40 MORNING NEWS	\$125	-	-	3	\$375	1.8			
M M-Tu 6:00A- 7:00A	1				3	\$69.44			
						7			
✓ GOOD MORNING AMERICA	\$135	5	5	-	\$1,350	1.8P			
M M-F 7:00A- 9:00A	2				10	\$75.00			
						7			
✓ GOOD MORNING AMERICA	\$135	-	-	1	\$135	1.8			
M MON 7:00A- 9:00A	1				1	\$75.00			
						7			
✓ GOOD MORNING AMERICA	\$40	-	1	-	\$40	0.9P			
M SAT 7:00A- 8:00A	1				1	\$44.44			
						3			
✓ GOOD MORNING AMERICA	\$36	-	1	-	\$36	0.9P			
M SUN 7:00A- 8:00A	1				1	\$40.00			
						3			
✓ MIDDAY NEWS	\$85	5	5	-	\$850	1.9			
D M-F 11:00A-12:00P	2				10	\$44.74			
						7			
✓ MIDDAY NEWS	\$85	-	-	1	\$85	1.9			
D MON 11:00A-12:00P	1				1	\$44.74			
						8			
✓ ABC 33/40 NEWS @ 5	\$250	5	5	-	\$2,500	3.5P			
R M-F 5:00P- 5:30P	2				10	\$71.43			
						10			
✓ ABC 33/40 NEWS @ 5	\$250	-	-	1	\$250	3.5			
R MON 5:00P- 5:30P	1				1	\$71.43			
						10			
ABC 33/40 NEWS @ 6	\$325	5	5	-	\$3,250	4.2P			
R M-F 6:00P- 6:30P	2				10	\$77.38			
						11			
ABC 33/40 NEWS @ 6	\$325	-	-	1	\$325	4.5			
R MON 6:00P- 6:30P	1				1	\$72.22			
						12			

Program			Rate			Jul Aug Aug			Cost	A18+ RTG CPP/SHR			
DP	Days	Time	Weeks	31	7	14							
ABC 33/40 NEWS @ 10			\$225	7	7	-			\$3,150	2.8P			
T	M-F	10:00P-10:35P	2						14	\$80.36			
										6			
ABC 33/40 NEWS @ 10			\$225	-	-	1			\$225	2.7			
T	MON	10:00P-10:35P	1						1	\$83.33			
										6			
ABC 33/40 NEWS @ 10			\$90	-	1	-			\$90	2.5P			
T	SAT	10:00P-10:35P	1						1	\$36.00			
										6			
ABC 33/40 NEWS @ 10			\$155	-	1	-			\$155	3.1P			
T	SUN	10:00P-10:35P	1						1	\$50.00			
										7			

Demo breakdown:		Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+R		105	\$15,131	226.50	\$66.80	60.23	3.76	812,648	1,349,241

Dayparts: 0 - OVERNIGHTS; A - ACCESS; D - DAYTIME; E - EARLY FRINGE; M - MORNING; R - EARLY NEWS; T - LATE NEWS

Client Signature: _____ Date: _____



Political Strategy Group LLC
P.O. Box 1763
Orange Beach, AL 36561

WBMA
651 Beacon Pkwy W Ste 105
Birmingham, AL 35209

Contract # 2965855

Schedule Dates

07/31/17-08/15/17

Advertiser

Roy Moore for Senate-R (117997)

Agency

Political Strategy Group LLC (18291)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

Judge Roy Moore for Senate (947439)

Salesperson

HOUSE-BIRMINGHAM, WTTO/WABM/WDDDB/WBMA

Sales Office

WTTO/WABM/WDDDB/WBMA/EBMA/GBMA

Buyer Name

YOUNG, DEAN

Phone/Fax

/

CPE

N/A

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

07/21/17

Last Modified

07/21/17

Entered By

Christine Bartlett

CO-OP

No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$2,269.65

Net Total

\$12,861.35

Sales Tax

Birmingham (WBMA)

By Broadcast Month

Spots

105

Rate

\$15,131.00

Grand Total:

\$15,131.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (2)	07/31/17-08/04/17	4	:30	4:30A- News-Good Morning Alabama 430a Monday-Friday	1	1	1	1	1	1			5	\$10.00	\$50.00	Birmingham (WBMA)	GMAL	7/21/17
2.0	Normal Line / News (2)	08/07/17-08/11/17	4	:30	4:30A- News-Good Morning Alabama 430a Monday-Friday	1	1	1	1	1	1			5	\$10.00	\$50.00	Birmingham (WBMA)	GMAL	7/21/17
3.0	Normal Line / News (3)	08/14/17-08/15/17	4	:30	4:30A- News-Good Morning Alabama 430a Monday-Friday	2	2							4	\$10.00	\$40.00	Birmingham (WBMA)	GMAL	7/21/17
4.0	Normal Line / News (4)	07/31/17-08/04/17	4	:30	5:00:01A- News-Good Morning Alabama 5a Monday-Friday	1	1	1	1	1	1			5	\$65.00	\$325.00	Birmingham (WBMA)	GMAL	7/21/17
5.0	Normal Line / News (4)	08/07/17-08/11/17	4	:30	5:00:01A- News-Good Morning Alabama 5a Monday-Friday	1	1	1	1	1	1			5	\$65.00	\$325.00	Birmingham (WBMA)	GMAL	7/21/17
6.0	Normal Line / News (5)	08/14/17-08/15/17	4	:30	5:00:01A- News-Good Morning Alabama 5a Monday-Friday	2	2							4	\$65.00	\$260.00	Birmingham (WBMA)	GMAL	7/21/17
7.0	Normal Line / News (5)	07/31/17-08/04/17	4	:30	6A- News-Good Morning Alabama 6a Monday-Friday	1	1	1	1	1	1			5	\$125.00	\$625.00	Birmingham (WBMA)	GMAL	7/21/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at.... <http://sbgi.net/p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Birmingham, AL 35209

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Salesperson

HOUSE-BIRMINGHAM, WTTQ/WABM/WDDW/WBMA

Sales Office

WTTQ/WABM/WDDW/WBMA/EBMA/GBMA

Buyer Name

YOUNG, DEAN

Phone/Fax

/

CPE

N/A

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered 07/21/17

Last Modified 07/21/17

Entered By Christine Bartlett

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,269.65

Net Total \$12,861.35

Sales Tax

Birmingham (WBMA)

By Broadcast Month

Aug. 2017

Grand Total:

Rate

\$15,131.00

\$15,131.00

Spots

105

105

Line	Line Type / Break Type	Ref #	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Normal Line / News (5)		08/07/17-08/11/17	4	:30	6A- News-Good Morning Alabama 6a Monday-Friday	1	1	1	1	1	1			5	\$125.00	\$625.00	Birmingham (WBMA)	GMAL	7/21/17
9.0	Normal Line / News (7)		08/14/17-08/15/17	4	:30	6A- News-Good Morning Alabama 6a Monday-Friday	3	X	X						3	\$125.00	\$375.00	Birmingham (WBMA)	GMAL	7/21/17
10.0	Normal Line / News (7)		07/31/17-08/04/17	4	:30	7A- ABC-Good Morning America	1	1	1	1	1	1			5	\$135.00	\$675.00	Birmingham (WBMA)	GMA	7/21/17
11.0	Normal Line / News (7)		08/07/17-08/11/17	4	:30	7A- ABC-Good Morning America	1	1	1	1	1	1			5	\$135.00	\$675.00	Birmingham (WBMA)	GMA	7/21/17
12.0	Normal Line / News (8)		08/14/17-08/14/17	4	:30	7A- ABC-Good Morning America	1	1							1	\$135.00	\$135.00	Birmingham (WBMA)	GMA	7/21/17
13.0	Normal Line / News (9)		08/12/17-08/12/17	4	:30	6:59:30A- ABC-Good Morning America Saturday							1		1	\$40.00	\$40.00	Birmingham (WBMA)	GMA	7/21/17
14.0	Normal Line / News (10)		08/13/17-08/13/17	4	:30	6:59:30A- ABC-Good Morning America Sunday								1	1	\$36.00	\$36.00	Birmingham (WBMA)	GMA	7/21/17
15.0	Normal Line / News (11)		07/31/17-08/04/17	4	:30	11A- News-ABC 3340 11a Monday-Friday	1	1	1	1	1	1			5	\$85.00	\$425.00	Birmingham (WBMA)	NEWS	7/21/17
16.0	Normal Line / News (11)		08/07/17-08/11/17	4	:30	11A- News-ABC 3340 11a Monday-Friday	1	1	1	1	1	1			5	\$85.00	\$425.00	Birmingham (WBMA)	NEWS	7/21/17

CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

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WBMA
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Contract # 2965855

Schedule Dates

07/31/17-08/15/17

Advertiser

Roy Moore for Senate-R (117997)

Agency

Political Strategy Group LLC (18291)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

Judge Roy Moore for Senate (947439)

Salesperson

HOUSE-BIRMINGHAM, WTTO/WABM/WDDDB/WBMA

Sales Office

WTTO/WABM/WDDDB/WBMA/EBMA/GBMA

Buyer Name

YOUNG, DEAN

Phone/Fax

/

CPE

N/A

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered 07/21/17

Last Modified 07/21/17

Entered By Christine Bartlett

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,269.65

Net Total \$12,861.35

Sales Tax

Birmingham (WBMA)

By Broadcast Month

Aug. 2017 105 \$15,131.00

Grand Total: 105 \$15,131.00

Line	Line Type / Break Type	(Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.0	Normal Line / News (13)		08/14/17-08/14/17	4	:30	11A- News-ABC 3340 11a Monday-Friday	1	1							1	\$85.00	\$85.00	Birmingham (WBMA)	NEWS	7/21/17
18.0	Normal Line / News (14)		07/31/17-08/04/17	4	:30	5P- News-ABC 3340 5p Monday-Friday	1	1	1	1	1	1			5	\$250.00	\$1,250.00	Birmingham (WBMA)	NEWS	7/21/17
19.0	Normal Line / News (14)		08/07/17-08/11/17	4	:30	5P- News-ABC 3340 5p Monday-Friday	1	1	1	1	1	1			5	\$250.00	\$1,250.00	Birmingham (WBMA)	NEWS	7/21/17
20.0	Normal Line / News (15)		08/14/17-08/14/17	4	:30	5P- News-ABC 3340 5p Monday-Friday	1	1							1	\$250.00	\$250.00	Birmingham (WBMA)	NEWS	7/21/17
21.0	Normal Line / News (16)		07/31/17-08/04/17	4	:30	5:59P- News-ABC 3340 6p Monday-Friday	1	1	1	1	1	1			5	\$325.00	\$1,625.00	Birmingham (WBMA)	NEWS	7/21/17
22.0	Normal Line / News (16)		08/07/17-08/11/17	4	:30	5:59P- News-ABC 3340 6p Monday-Friday	1	1	1	1	1	1			5	\$325.00	\$1,625.00	Birmingham (WBMA)	NEWS	7/21/17
23.0	Normal Line / News (17)		08/14/17-08/14/17	4	:30	5:59P- News-ABC 3340 6p Monday-Friday	1	1							1	\$325.00	\$325.00	Birmingham (WBMA)	NEWS	7/21/17
24.0	Normal Line / News (18)		07/31/17-08/04/17	4	:30	10P- News-ABC 3340 10p Monday-Friday	7	X	X	X	X	X			7	\$225.00	\$1,575.00	Birmingham (WBMA)	NEWS	7/21/17
25.0	Normal Line / News (18)		08/07/17-08/11/17	4	:30	10P- News-ABC 3340 10p Monday-Friday	7	X	X	X	X	X			7	\$225.00	\$1,575.00	Birmingham (WBMA)	NEWS	7/21/17

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Political Strategy Group LLC (18291)

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Brand

Judge Roy Moore for Senate (947439)

Salesperson

HOUSE-BIRMINGHAM, WTTT/WABM/WDDDB/WBMA

Sales Office

WTTT/WABM/WDDDB/WBMA/EBMA/GBMA

Buyer Name

YOUNG,DEAN

Phone/Fax

/

CPE

N/A

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered 07/21/17

Last Modified 07/21/17

Entered By Christine Bartlett

CO-OP No

Headline

No

Demo

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Order Type

Normal

Package Deal

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CO-OP No

Headline

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:

I, Dean Young

being/on behalf of: Judge Roy Moore for Senate Committee

a legally qualified candidate of the Republican Party

political party for the office of: United States Senate

in the Republican Primary Special

election to be held on: August 15, 2017

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Judge Roy Moore for U.S. Senate

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:

Rich Hobson

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

7/20/17

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Lisa B. Montenegro

Printed Name

RS/12

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, RICH HOBSON

(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

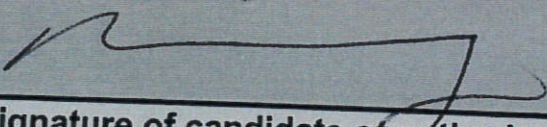
☒ does not

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

RICH HOBSON

printed name

7/20/17
date

AGREED UPON SCHEDULE

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

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

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.

POLITICAL STRATEGY GROUP LLC

PO BOX 1763
ORANGE BEACH, AL 36561

1004

61-551/622

17

7.20.17

Date

Pay to the
Order of

ABC 33/40

\$ 12,861.35

Twelve thousand Eight Hundred Sixty One and 35/100 Dollars



Photo
Safe
Deposit
Details and Fees

BRYANT BANK

Baldwin County, Alabama

For Judy Moon for Senate

Wayne Reid

From: Dean Young <pmmconsulting@earthlink.net>
Sent: Thursday, July 20, 2017 3:46 PM
To: Wayne Reid
Subject: Re: URGENT FW: 33/40 Judge Moore

Please book and send instructions on getting you money and uploading commercials.

Thanks again,

Dean Young
pmmconsulting@earthlink.net

Dean Young
pmmconsulting@earthlink.net

On Jul 20, 2017, at 2:52 PM, Wayne Reid <dwreid@sbgvtv.com> wrote:

Dean,

Here's the order we discussed in Order Form and in Excel. Let me know if you need anything additional. We will be waiting your approval and go ahead once you are ready.

Thanks,

Wayne Reid

Director of Sales
Sinclair Broadcast Group, Inc.
Birmingham, Alabama
Office: 205-403-3324
Cell: 205-516-6352
WBMA/WTTO/WABM
<image003.png>

From: Lisa Montgomery
Sent: Thursday, July 20, 2017 10:37 AM
To: Wayne Reid <dwreid@sbgvtv.com>
Cc: Lisa Montgomery <lbmontgomery@sbgvtv.com>
Subject: URGENT FW: 33/40 Judge Moore

From: Dean Young [<mailto:pmmconsulting@earthlink.net>]
Sent: Thursday, July 20, 2017 9:01 AM

To: Lisa Montgomery <lbmontgomery@sbgvtv.com>

Subject: 33/40 Judge Moore

Lisa,

Please look over and contact me at 251.504.1234

Dean Young

pmmconsulting@earthlink.net

251.504.1234

Lisa Hughes Montgomery
Regional Sales Manager
WBMA, WTOO, WABM
800 Concourse Parkway, Suite 200
Birmingham, Alabama
205-982-3807 direct
205-746-3807 cell
lbmontgomery@sbgvtv.com

<Judge Roy Moore for Senate Aug 2017 - EXCEL.xlsx><Judge Roy Moore for Senate Aug 2017.pdf>