



**Chris Davis US
Congress**

2024-01-22 – WWUA 23 – WWUA –
Chris Davis US Congress



Proposal Overview

Timeline: 02/12/2024 – 03/05/2024

Platform/Product	Investment
Display	\$1,000.00
Video	\$2,000.00

Summary

Platform/Product	Investment
All	\$3,000.00



Chris Davis for US Congress

Author: Michelle Wedgeworth

Market: BIRMINGHAM (ANN AND TUSC) [45]
 Station: WVUA+
 Schedule Date: 2/12/2024 - 3/4/2024
 Advertiser: Chris Davis for US Congress
 Spot Length(s): :30
 Report: Planner

Acct. Exec: Michelle Wedgeworth
 Email: mwedgeworth@wvua23.com
 Web Site: wvua23.com

Flight Dates: 2/12/2024-3/4/2024

Program Time	Spot Length	FE 12	FE 19	FE 26	MR 4	Wks	Rate Spots
WVUA+							
5P NEWS Mo-Fr 5:00p-5:30p	:30	2	4	4	1	4	\$60.00 11
6P NEWS Mo-Fr 6:00p-6:30p	:30	2	4	4	1	4	\$90.00 11
10P NEWS Mo-Su 10:00p-10:30p	:30	4	5	5	1	4	\$90.00 15
WVUA+ Totals		8	13	13	3		Spts: 37

Signature _____

General Summary (CS-A18+)

Description	Spots	Cost
WVUA+	37	\$3,000.00



Terms & Conditions

Essentials: Delivery: Creatives and linking URL's should be included upon receipt of order. All materials must arrive 3 business days prior to the start date of the campaign.

Delivery Metrics: Delivery Metrics are based on ad server reporting. Third party reporting should be identified upon order submission.

Optimization: Operations will optimize the campaign across all targeting options working towards achieving the goals of the campaign, starting with Impressions, Clicks and Conversions. This may result in the campaign delivering more heavily in one target vs another based on performance with the ultimate goal of delivering the monthly minimum impressions, clicks and/or conversions.

Terms & Conditions: Please refer to 4A's/IAB Standard Terms & Conditions v 3.0.

https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-Standard-Terms-FINAL.pdf

Line items: The individual named as Advertiser may approve the change or addition to this order via their representative. The team will provide the advertiser with a work order to review and ensure that the changes or additions are made. Changes to the campaign are accepted when the team receives acknowledgement from the advertiser.

Guarantee: The team guarantees the minimum value of a .10 eCTR on all non specialized display campaigns based on ordered impressions with a campaign duration of 30 days or more.

Signatures

WVUA 23 Signature:

Date:

Chris Davis US Congress Signature:

2/2/24

Date:

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, Chris Davis

being/on behalf of: _____

a legally qualified candidate of the Democratic

political party for the office of: US Congress Dist 7

in the Primary

election to be held on: March 5th

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:

Chris Davis

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:

Chris Davis

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

2/2/24
Date

[Signature]
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

Michelle Wedgworth
Printed Name

2-2-24
Title



BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for a candidate request an election message request *
 an issue request **
The request was accepted # rejected

Candidate Named in Message: Chris Davis

Office Being Sought: US Congress

Election Referred to: 2024 Primary Election

Sponsor (or authorized candidate committee): Campaign to Elect Chris Davis

Treasurer of authorized candidate committee: Abdullah W. H. Chris Davis

Person Ordering Advertising: Chris Davis

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.



CERTIFICATE OF DISCLOSURE

CANDIDATE:

Chris Davis

REPRESENTATIVE (if applicable):

METHOD OF DISCLOSURE

To:

Chris Davis

Date:

2-2-24

By:

Email or In-Person

ACCOUNT EXECUTIVE:

RECEIVED BY: Candidate or Representative

Chris

Signature Name:



POLITICAL ADVERTISING DISCLOSURE STATEMENT REGARDING POLITICAL SALES PRACTICES

The following practices apply to purchases of advertising time by legally qualified candidates for public office for an advertisement which constitutes a "use" of the Station's facilities, (a "use" is a political advertisement which is purchased by the candidate or a candidate's campaign committee which includes the identifiable voice or likeness of the candidate, as defined by the FCC). Any political advertisement that is not a "use," will not be accepted by the Station. The Station does not accept "Third Party" or "Issue" advertising. Further, upon the request of the Station, candidates or their representatives are required to demonstrate that they are legally qualified.

This Disclosure Statement is provided for general information and is not part of the Station's political advertising sales contract, which is governed by the contract terms and applicable law. Further, practices described herein are subject to change from time to time.

Legally qualified candidates for federal offices (U.S. Congressional and Presidential/Vice Presidential elections) are entitled to reasonable access to the Station to purchase time on the Station during their election campaigns for "uses" (advertisements including the voice or likeness of the candidate). The Station will consider all requests for such time and will make reasonable accommodations to meet such requests. Under FCC policy and applicable law, the Station has the right to limit the amount of time sold to a candidate based upon time the candidate has already purchased, number of opposing candidates and potential for equal opportunity requests, disruption of the Station's schedule, and the timing of the request.

The Station will grant access to specified state and local candidates in the station's sole discretion. Considerations include the public interest in the election, available Station inventory, number of opposing candidates and potential for equal opportunity requests, disruption of the Station's schedule, and the timing of the request. For a determination as to whether the Station will make time available for sale for certain local or state races, contact the Station Contact person listed below.

During the 45 day period before the Alabama primary election (or run-off election) and the 60 day period before the Alabama general election, the Station will offer candidates in the respective elections the "lowest unit charge" for an advertisement purchased by the candidate or the candidate's authorized committee, which constitutes a "use" of the Station's facilities, (defined above). During any time outside of the 45-day and 60-day periods, the charges for political advertisements constituting a "use" offered by the Station will be those charged commercial advertisers for comparable use of the Station's facilities. Any political advertisement that is not a "use," will not be accepted by the Station. The Station does not accept "Third Party" or "Issue" advertising.

If a political advertisement constitutes a non-exempt use, in accordance with the rules of the FCC and applicable law, the Station will provide opposing candidates with "equal opportunities," to enable the opponent comparable access to the facilities of the Station.

Certain other terms and conditions applicable to political advertising on the Station are as follows:

1. Rates. Available programs and time periods are reflected on the Station's rate card. Rates for classes of time may vary on a daily or weekly basis, based on supply and demand. The classes of advertising time offered to commercial advertisers and political candidates are:

- | | |
|---|--|
| a. Section 1 Fixed Non Preemptible | c. Section 3 Preemptible with Notice |
| b. Section 2 Non-Preemptible | d. Section 4 Immediately Preemptible without Notice |

Newscasts/News Adjacencies. The Station does permit political advertising in its newscasts or adjacent to newscasts.

2. Identification of Individuals or Entities. All advertising must comply with the sponsorship identification requirements of §317 of the Communications Act and Section 73.1212 of the rules of the FCC. The Station reserves the right to insert such sponsorship identification naming any person or entity paying for the advertisement into any advertisement that fails to include the requisite identification.

3. Certain Policies Applicable to Federal Candidates. For a candidate running for a federal office to be entitled to the lowest unit charge, the candidate must abide by the Communications Act of 1934, Section 315 and the Bipartisan Campaign Reform Act (BCRA) of 2002. Accordingly, all advertisements for federal political candidates seeking the Lowest Unit Charge (LUC) political rates must contain an identifiable photo or similar image of the candidate. All advertisements that mention a candidate's opponent also must include a statement clearly readable on-screen for no less than 4 seconds identifying the candidate, stating that the candidate has approved the broadcast, and stating that the candidate or the candidate's authorized committee has paid for the broadcast. Candidates purchasing advertisements mentioning their opponent must also provide the Station with a written certification that the broadcast advertisement complies with the above requirement under §315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002

3. Credit. Advance payment at least 1 business day in advance is required. Contact the Station contact person listed below for details as to credit terms and applicability.

4. Political Agreement. A signed Agreement Form for Political Broadcasts must accompany any broadcast time order. Besides details of the advertising sought, this form must list the candidate if the candidate is purchasing the time, or as applicable, candidate's authorized committee, and include other applicable information.

5. Proof of Candidacy. The Station, at its option, may require the candidate to produce proof that the candidate is a legally qualified candidate.

6. Notice and Weekend Access. Contracts/orders for political advertising must be placed in accordance with deadlines below. Copy changes or cancellations also must be in accordance with the deadlines below.

Deadlines for contract or order changes are:

12pm Monday for Tuesday's Log

12pm Tuesday for Wednesday's Log

12pm Wednesday for Thursday's Log

11am Thursday for Friday, 1pm Saturday's Log, & 3pm for Sunday's Log

12pm Friday for Monday's Log

7. Production Facilities. The Station's production facilities will be made reasonably available to produce commercials for political advertisers on the same terms as provided to commercial advertisers, by scheduling studio time in advance. Contact the Station Contact person listed below for details. On-air personalities may not voice or otherwise appear in political spots.

8. Schedules. Although the rates charged by the Station are based upon the use of 30-second spots, the Station will also reasonably try to accommodate requests for advertisements of non-standard lengths.

9. Make Good Policy. In the event of a missed spot, the Station will endeavor to make good in the same daypart within 3 days. If time prohibits making the spot good, (e.g., missed on last day before election) the Station will refund the cost of the missed spot to the purchasing entity as soon as practicable within 10 days in accordance with Station policy.

10. Election Day Orders. Political advertising will be accepted for Election Day.

11. Rebates. If a new lowest unit charge is established after a candidate's purchase has been made or run, the Station will rebate the overcharge within 10 days or will credit the overcharge to the candidate's future time purchases, as the candidate directs.

12. Local Public Inspection File. The rules and regulations of the FCC require that each station maintain and permit public inspection of certain records as to political advertising. The Public Inspection File for WVUA23 is maintained on the station's website at <http://wvua23.com/about-wvua-23/fcc-eeo/>, and is available 24 hours/day.

13. Station Contact. The Station's contact person for questions as to the Station's rates and other policies is:

Tabitha Bostick, Director of Sales – 205-348-2781