



**Terri Sewell for US  
Congress**

2024-02-27 – WVUA 23 – WVUA –  
Terri Sewell for US Congress

## Proposal Overview

**Timeline:** 02/27/2024 – 03/28/2024

Platform/Product	Investment
<b>Display</b>	\$1,500.00
<b>Video</b>	\$3,000.00

## Summary

Platform/Product	Investment
<b>All</b>	\$4,500.00

# Display Campaigns

Timeline: 02/27/2024 – 03/28/2024

## Summary

Campaigns	Product	Start Date	End Date	Impressions	Guaranteed Clicks	CPM	Est. Total/30 Days	Investment
<b>Terri Sewell for US Congress</b>	COMPETITIVE	02/27/24	03/28/24	187,500	-	\$8.00	\$1,451.61	\$1,500.00

## Terri Sewell for US Congress

### Monthly Breakdown

Feb (27-29)	Mar (01-28)				
\$145	\$1,355	—	—	—	—

# Video Campaigns

Timeline: 02/27/2024 – 03/28/2024

## Summary

Campaigns	Product	Est. Impressions/Views	Start Date	End Date	Rate	Est. Total/30 Days *	Investment
<b>Streaming TV - 60% Large / 40% Small</b>	Streaming TV - 60% Large / 40% Small	100,000	02/27/24	03/28/24	\$30.00	\$2,903.23	\$3,000.00

## Streaming TV - 60% Large / 40% Small

### Monthly Breakdown

Feb (27-29)	Mar (01-28)				
\$291	\$2,709	—	—	—	—

NTR (RWVUA)		
By Calendar Month	Spots	Rate
Mar. 2024	1	\$7,647.06
<b>Grand Total:</b>	<b>1</b>	<b>\$7,647.06</b>

**Contract #** 9927  
**Schedule Dates** 03/01/24-03/01/24  
**Advertiser** Terri Sewell for Congress (1967)  
**Agency** Terri Sewell for Congress (1261)  
**Product** Political (1196)  
**Brand** Terri Sewell for Congress (4795)  
**Salesperson** Wedgeworth, Michelle (1025)  
**Sales Office** Tuscaloosa WVUA  
**Buyer Name** Parker, William  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Calendar  
**Comments**

**Date Entered** 02/29/24  
**Last Modified**  
**Entered By** Michelle Wedgeworth  
**CO-OP** No  
**External #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,147.06  
**Net Total** \$6,500.00  
**Sales Tax**

RWVUA  
 address  
 city, ST 00000

Terri Sewell for Congress  
 2501 7th St,  
 Tuscaloosa, AL 35401

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 1.0	Unapproved (NewL) / SPOT	03/01/24-03/01/24	10	:01	23001- DISPLAY COMPETITIVE BLEND						1			1	\$7,647.06	\$7,647.06	NTR (RWVUA)		2/29/24

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_

5 Digit Zip Code

35006	35223	35469	36540	36766
35020	35224	35470	36545	36767
35022	35226	35473	36558	36768
35023	35228	35474	36701	36769
35034	35233	35476	36703	36773
35061	35234	35477	36720	36775
35064	35235	35480	36722	36776
35068	35244	35481	36723	36782
35111	35254	35490	36726	36783
35117	35401	35555	36727	36784
35118	35404	35574	36728	36785
35127	35405	35576	36732	36786
35188	35406	36032	36736	36793
35203	35441	36040	36738	36901
35204	35442	36043	36740	36904
35205	35443	36047	36742	36907
35206	35444	36104	36744	36908
35207	35446	36105	36748	36910
35208	35447	36106	36749	36912
35209	35452	36108	36751	36913
35210	35453	36113	36752	36915
35211	35456	36116	36753	36916
35212	35459	36435	36754	36919
35213	35460	36436	36756	36921
35214	35461	36446	36758	36922
35217	35462	36451	36759	36925
35218	35463	36481	36761	
35221	35464	36482	36763	
35222	35466	36524	36765	



## 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:

Terri Sewell

Office Being Sought:

Congress District 7

Election Referred to:

Super Tuesday

Sponsor (or authorized candidate committee):

Committee to Elect Terri Sewell  
For Congress

Treasurer of authorized candidate committee:

Lindsay Gingerholzer

Person Ordering Advertising:

Terri Sewell

\* 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.

### FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Terry Sewell

(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.

Terry Sewell

signature of candidate or authorized committee

Terry Sewell

printed name

02/28/2024

date



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

Committee to elect Terrisewel

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:

Lindsay Angerholzer

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**

02/28/2024

Date

Terris Sewel

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Kassandra Horbin

Signature

Kassandra Horbin

Printed Name

\_\_\_\_\_

Title

## 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> WVUA23 920 Paul W. Bryant Drive	<b>Date:</b> 02/28/2024
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I, Terri Sewell,  
 being/on behalf of: Terri Sewell,  
 a legally qualified candidate of the Congress District 7  
 political party for the office of: Congress  
 in the \_\_\_\_\_  
 election to be held on: 03/05/2024

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30		M-F			
:30		M-F			
:30		M-F			

**Attach proposed schedule with charges (if available):** \$ 6,500<sup>00</sup>