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:
WBRC	10/11/12

I, Scott Stone,

being/on behalf of: Campaign to Elect Bobby Lott, a legally qualified candidate of the Republican political party for the office of: Circuit Judge in the General election to be held on: Nov 6

do hereby request station time as follows:

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

Total Charges: $ 2,932.50

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Campaign to Elect Bobby Lott

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:

Bobby Lott

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).

To Be Signed By Candidate or Authorized Committee

10/11/12
Date

Scott Stone
Signature

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature

DAVE DUNCAN
Printed Name

GSM
Title

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835152

Address all invoices to the ADVERTISER in care of:

Bob Riley and Associates
3066 Zelda Road #321
Montgomery, Alabama
205-542-0203

TV INSERTION ORDER

DATE: 11-Oct-12
INSERTION ORDER #: 1

PLEASE INCLUDE OUR INSERTION ORDER NUMBER ON ALL STATION INVOICES - THANK YOU!

X NEW ORDER

CANCEL

REPLACES & SUPERCEDES
our Ins Order # X
dated X

MARKET: BHAM
ADVERTISER: LOTT FOR CIRCUIT JUDGE

STATION: WBRC
STATION REP: Dave Duncan
PHONE #s: 205-583-4301
EMAIL: dduncan@wbrc.com

MEDIA BUYER: Minda Campbell
PHONE: 205-542-0203
EMAIL: mrileycampbell@gmail.com

START DATE:	15-Oct-12	END DATE:	26-Oct-12
	TOTAL WEEKS	TOTAL COMMERCIALS	
	2	10	

STATION	DAY(S)	TIME PERIOD	PROGRAM	RATE	RTG PTS	TOT SPOTS	TOT COST	SCHEDULE DATES
WBRC	M-F	7-9	Good Day Alabama	$345.00	6	10	$3,450.00	
						10	$3,450.00	

MEDIA GROSS: $3,450.00
DISCOUNT @ 15%: $517.50
NET DUE MEDIA: **$2,932.50**

SPOT IDs / TITLES / RUN DATES:

INSTRUCTIONS:

SYSTEM CONFIRMATION REQUIRED

Bob Riley and Associates (AGENCY) as Agent for the Advertiser named above, has been authorized by the Advertiser to initiate and administer media placements on their behalf. By executing this insertion order/schedule, this Station/Media Outlet recognizes AGENCY as an Agent of the Advertiser and acknowledges that the Advertiser, not the AGENCY, is ultimately liable and responsible for any and all payments due this Station/Media Outlet regarding this Advertiser. AGENCY acknowledges fiscal responsibility to the Station/Media Outlet only when, and to the degree, it has been paid by the Advertiser. The Station/Media Outlet is not authorized to implement this insertion order/schedule until AGENCY has received a signed copy acknowledging its receipt and acceptance of the conditions herein!

PLEASE SIGN, DATE & RETURN A COPY OF THIS INSERTION ORDER/SCHEDULE ASAP. THANK YOU.

X
STATION/MEDIA REPRESENTATIVE Date

X
MEDIA BUYER Date

WBRC-TV

ORDER

Flight Dates **10/15/12-10/26/12**

Product

Contract / Revision **835152** /

Original Date / Revision
10/11/12 10/12/12

Agency Com 15%

Billing Contact

Advertiser **Campaign to Elect Bobby Lc**

3066 Zelda Road
#321
Montgomery, AL 36106

Agency **Bob Riley and Associates**

Buying Contact

3066 Zelda Road
#321
Montgomery, AL 36106

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL80

Priority P15

Advertiser Ref

Primary Account Executive
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
WABM	%	
WBIQ	%	
WBMA	%	
WBRCb	%	
WCFT	%	
WCIQ	%	
WDBB	%	
WIAT	%	
WJRD	%	
WJSU	%	
WPXH	%	
WTJP	%	
WTTO	%	
WVTM	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	10	$2,932.50	$3,450.00	0.00
Totals	10	$2,932.50	$3,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	10	$2,932.50	$3,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 1	WBRC	10/15/12	10/26/12	Good Day Alabama 7-9a GDA 7-9am	Comm	7-9am	MTWTF--	:30	5	$345.00	P 2	0.00	NM	10	$3,450.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/15/12	10/21/12	MTWTF--	5	$345.00	0.00
Week:	10/22/12	10/28/12	MTWTF--	5	$345.00	0.00

Totals 10 $3,450.00