

ORDER



Orders
Order / Rev: 318895
Alt Order #: 09756077
Product Desc: BYRNE FOR SENATE
Estimate: 460
Flight Dates: 02/19/20 - 02/25/20
Original Date / Rev: 02/18/20 / 02/18/20
Order Type: GENERAL

WAKA

Primary AE: Dariah Wright
Sales Office: WAS-C
Sales Region: National

Agency
Name: Jamestown Associates
Buying Contact:
Billing Contact:
 3931 S. Sherwood Forest Blvd
 Baton Rouge, LA 70816

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

Advertiser
Name: Byrne for US Senate (R)
Demographic: A35+
Product Codes: PL1
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/23/20	15	\$2,295.00	\$1,950.75
02/24/20	02/25/20	12	\$1,730.00	\$1,470.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	15	\$2,295.00	\$1,950.75	0.00
March 2020	12	\$1,730.00	\$1,470.50	0.00
Totals	27	\$4,025.00	\$3,421.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dariah Wright			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAKA	15%	\$4,025.00
Market	100%	\$26,833.33

Competitive Share

	Share	Total
ABMY	0%	\$0.00
CABLE	0%	\$0.00
KBPN	0%	\$0.00
UNKWN	85%	\$22,808.33
WAIQ	0%	\$0.00
WAXC	0%	\$0.00
WBMM	0%	\$0.00
WCOV	0%	\$0.00
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WNCB	0%	\$0.00
WRJM	0%	\$0.00
WSFA	0%	\$0.00

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 WAKA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAKA	02/19/20	02/25/20	M-F 930a-10a M-F 930a-10a	CM	930a-10a	MTWTF--	:30	5	\$75.00	P-03	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					5	\$75.00		0.00			
N 2	WAKA	02/19/20	02/25/20	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	4	\$225.00	P-02	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					4	\$225.00		0.00			
N 3	WAKA	02/19/20	02/25/20	M-F 12p-1230p M-F 12p-1230p	CM	12p-1230p	MTWTF--	:30	3	\$160.00	P-03	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					3	\$160.00		0.00			
N 4	WAKA	02/19/20	02/25/20	M-F 5p-530p M-F 5p-530p	CM	5p-530p	MTWTF--	:30	2	\$90.00	P-03	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					2	\$90.00		0.00			
N 5	WAKA	02/19/20	02/25/20	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	2	\$160.00	P-03	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					2	\$160.00		0.00			
N 6	WAKA	02/19/20	02/25/20	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$250.00	P-03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					5	\$250.00		0.00			
N 7	WAKA	02/19/20	02/25/20	M-F News 10p-1035p M-F News 10p-1035p	CM	10p-1035p	MTWTF--	:30	5	\$100.00	P-03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					5	\$100.00		0.00			
N 8	WAKA	02/19/20	02/25/20	M-F 1137p-1237a M-F 1137p-1237a	CM	1137p-1237a	MTWTF--	:30	1	\$20.00	P-03	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/20	02/25/20	MTWTF--					1	\$20.00		0.00			
													Totals	27	\$4,025.00



Rep: TELEREP, INC.
Run On: Feb24/20 at 15:47

REP BUYLINES

Page: 1
Requested by: SP

E-Order#: 2375016 (Rev 0) Agy#9383942
Station: WAKA-TV MONTGOMERY-SELMA
Agency: JAMESTOWN ASSOCIATES
Advertiser: POLI/B BYRNE/R/SENIAL
Buyer: PENNY LACKS

Hdln#: 9756077 (Mod 0.0)
Dates: Feb19/20 - Feb25/20
Prod1: BYRNE FOR SENATE
Prod2:
Tel #:

Traffic#: 318895
Salesperson: DARAH WRIGHT (H)
Est#: 460
Demo: RA35+

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rep: RA35+	Last Activity	Last Mod/Rev
	##CASH ##JA BYRNE FOR SENATE													
	1	W-F,M-Tu/930-10A	30S	\$75	Feb19/20	Feb25/20	1	5	5	\$375	JEOPARDY	0.0	Feb18/20	Rev #0: A
		Contract Comment: JEOPARDY												
		Order Comment: L4												
	2	W-F,M-Tu/10-11A	30S	\$225	Feb19/20	Feb25/20	1	4	4	\$900	THE PRICE IS RIGHT	0.0	Feb18/20	Rev #0: A
		Contract Comment: THE PRICE IS RIGHT												
		Order Comment: L4												
	3	W-F,M-Tu/12N-1230P	30S	\$160	Feb19/20	Feb25/20	1	3	3	\$480	CBS 8 NOON NEWS	0.0	Feb18/20	Rev #0: A
		Contract Comment: CBS 8 NOON NEWS												
		Order Comment: L4												
	4	W-F,M-Tu/5-530P	30S	\$90	Feb19/20	Feb25/20	1	2	2	\$180	CBS 8 NEWS 5P	0.0	Feb18/20	Rev #0: A
		Contract Comment: CBS 8 NEWS 5P												
		Order Comment: L4												
	5	W-F,M-Tu/6-630P	30S	\$160	Feb19/20	Feb25/20	1	2	2	\$320	CBS 8 NEWS 6P	0.0	Feb18/20	Rev #0: A
		Contract Comment: CBS 8 NEWS 6P												
		Order Comment: L4												
	6	W-F,M-Tu/630-7P	30S	\$250	Feb19/20	Feb25/20	1	5	5	\$1,250	WHEEL OF FORTUNE	0.0	Feb18/20	Rev #0: A
		Contract Comment: WHEEL OF FORTUNE												
		Order Comment: L4												
	7	W-F,M-Tu/10-1035P	30S	\$100	Feb19/20	Feb25/20	1	5	5	\$500	CBS 8 NEWS 10P	0.0	Feb18/20	Rev #0: A
		Contract Comment: CBS 8 NEWS 10P												
		Order Comment: L4												
	8	W-F,M-Tu/1135P-1235A	30S	\$20	Feb19/20	Feb25/20	1	1	1	\$20	LATE LATE SHOW	0.0	Feb18/20	Rev #0: A
		Contract Comment: LATE LATE SHOW												
	Total 27 Spots for:			\$4,025					27	\$4,025		0.0		
	Monthly Estimate Dollars:													
										\$4,025	Feb/20	0.0	Feb/20	
										\$0	Mar/20	0.0	Mar/20	

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: WAKA Monty-Selma AL	Date: 12/3/19
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I, Penny Lacks,

being/on behalf of: Bradley Byrne,

a legally qualified candidate of the Republican

political party for the office of: US Senate

in the Primary

election to be held on: March 3, 2020

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Bradley Byrne for US 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:

Ashley Newman

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

12/3/19

Date

penny lacks

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Steffanie Patterson

Printed Name

GSM

Title