

CANDIDATE ADVERTISEMENT AGREEMENT FORM

Feb. 14-20, 2024 FSME 2222, "Secure"

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Maggie Clark, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mike Ezell

Authorized committee:

Committee to Elect Mike Ezell

Agency requesting time (and contact information):

N/A Maggie Clark Media Services, Inc. / 139 Bent Creek Drive / Brandon, MS 39047 / Ph: (601) 992-3111 / (601) 668-2176

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

United States Congress, Mississippi Congressional District 4

Date of election:

March 12, 2024

General

Primary

Treasurer of candidate's authorized committee:

John S. Heath

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency

Station Representative

Signature:

Maggie Clark

Signature:

Bruce Leach

Name: Maggie Clark

Name:

Bruce Leach

Date of Request to Purchase Ad Time: 2/8/2024

Date of Station Agreement to Sell Time: 2/8/24

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

Candidate/Authorized Committee/Agency

Signature:

Maggie Clark

Name: Maggie Clark

Date: 2/8/2024

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: _____

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason: _____

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag): _____

Contract #: <i>4347310</i>	Station Call Letters: <i>WHLT</i>	Date Received/Requested: <i>2/8/24</i>
Est. #: <i>000795</i>	Station Location: <i>Hattiesburg, MS</i>	Run Start and End Dates: <i>2/17/24 - 2/18/24</i>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

ORDER



Hattiesburg WHLT

Orders
Order / Rev: 4347310
Alt Order #:
Product Desc: Primary Election
Estimate: 000795
Flight Dates: 02/17/24 - 02/18/24
Original Date / Rev: 02/08/24 / 02/08/24
Order Type: REG

Primary AE: WHLT Local House
Sales Office: L-HAT
Sales Region: Loc

Agency Name: Maggie Clark Media Services
Buying Contact:
Billing Contact: Maggie Clark Media Services Email
 139 Bent Creek Drive
 Brandon, MS 39047

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

Advertiser Name: POL/Mike Ezell/US Congress/MS/Rep
Demographic: A25-54
Product Codes: PL12
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:02:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/25/24	2	\$250.00	\$212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	2	\$250.00	\$212.50	0.00
Totals	2	\$250.00	\$212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WHLT Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHLT	02/17/24	02/18/24	Sat Prime Hour 3 Sat Hour 3	CM	9p-10p	-----S-	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/24	02/18/24	-----S-		1				\$125.00		0.00			
N 2	WHLT	02/17/24	02/18/24	Sun Prime Hour 1 Sun Hour 1	CM	558p-7p	-----S	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/24	02/18/24	-----S		1				\$125.00		0.00			
													Totals	2	\$250.00

ADVERTISER: Committee to Elect Mike Ezell
Product: Primary Election
Brand: U. S. Congress, Mississippi Fourth District
FLIGHT DATES: 02/14/24 - 02/20/24
DEMO: P 35-64

ORDER #: WHLT202402042144758
REV: 0
Estimate #: 000795
VENDOR: WHLT-TV
ATTN: Bruce Leach
 bleach@wjtv.com

Maggie Clark Media Services
 139 Bent Creek Drive
 Brandon, MS 39047
Phone: (601) 992-3111
Buyer: Maggie Clark
Buyer Email: maggiec@mclarkmedia.com



Television - Hattiesburg-Laurel

Surveys: Share 11/2023 => Hut 02/2023 ; LIVE

Line Number	Time Period Days	Len	Program	Gross Rate	We 02/14	Th 02/15	Fr 02/16	Sa 02/17	Su 02/18	Mo 02/19	Tu 02/20	Tot Spots	Gross Cost	Net Cost	GRI Gross CPM
1	9:00P to 10:00P Sa	:30	48 HOURS	\$125.00	0	0	0	1	0	0	0	1	\$125.00	\$106.25	2.2 \$56.82
2	6:00P to 7:00P Su	:30	60 MINUTES	\$125.00	0	0	0	0	1	0	0	1	\$125.00	\$106.25	2.1 \$59.52
					0	0	0	1	1	0	0	2	\$250.00	\$212.50	

ADVERTISER: Committee to Elect Mike Ezell
Product: Primary Election
Brand: U. S. Congress, Mississippi Fourth District
FLIGHT DATES: 02/14/24 - 02/20/24
DEMO: P 35-64

ORDER #: WHLT202402042144758
REV: 0
Estimate #: 000795
VENDOR: WHLT-TV
ATTN: Bruce Leach
 bleach@wjtv.com

Maggie Clark Media Services
 139 Bent Creek Drive
 Brandon, MS 39047
Phone: (601) 992-3111
Buyer: Maggie Clark
Buyer Email: maggiec@mclarkmedia.com



Television - Hattiesburg-Laurel

Surveys: Share 11/2023 => Hut 02/2023 ; LIVE

Line Number	Time Period Days	Len	GRP CPP
1	9:00P to 10:00P Sa	:30	4.0 \$31.25
2	6:00P to 7:00P Su	:30	4.0 \$31.25

ADVERTISER: Committee to Elect Mike Ezell
Product: Primary Election
Brand: U. S. Congress, Mississippi Fourth District
FLIGHT DATES: 02/14/24 - 02/20/24
DEMO: P 35-64

ORDER #: WHLT202402042144758
REV: 0
Estimate #: 000795
VENDOR: WHLT-TV
ATTN: Bruce Leach
 bleach@wjtv.com

Maggie Clark Media Services
 139 Bent Creek Drive
 Brandon, MS 39047
Phone: (601) 992-3111
Buyer: Maggie Clark
Buyer Email: maggiec@mclarkmedia.com



Monthly Totals

Month	Gross Cost	Net Cost	Spots	GRPs	CPP	GRIs	Gross CPM
February, 2024	\$250.00	\$212.50	2	8.0	\$ 31.25	4.30	\$ 58.14
Total	\$250.00	\$212.50	2	8.0	\$ 31.25	4.30	\$ 58.14

Advertiser Comments: This schedule has been paid in advance by the Committee to Elect Mike Ezell. Mike Ezell, Chairman, John Heath, Treasurer. Mike Ezell is a legally qualified Republican candidate seeking the office of U.S. Congress, Mississippi District 4. The Primary Election will be held Tuesday, March 12, 2024.

Vendor Approval: _____ 02/04/2024 3:54PM

Traffic instructions

Air 100% FSME 2222, "Secure"; Link for ad emailed with order.
 Please download the format that best fits your creative specs.