

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

Feb. 26-Mar. 5, 2024: FSME 3333, "March"

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 	<input checked="" type="checkbox"/> FEDERAL CANDIDATE
	<input type="checkbox"/> 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: 	Signature: 
Name: Maggie Clark	Name: Bruce Leach
Date of Request to Purchase Ad Time: 2/22/2024	Date of Station Agreement to Sell Time: 2/23/24

**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: 2/22/2024

**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>4361719</i>	Station Call Letters: <i>WHLT</i>	Date Received/Requested: <i>2/23/24</i>
Est. #:	Station Location: <i>Hattiesburg, MS</i>	Run Start and End Dates: <i>3/2/24 - 3/3/24</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.



# CANDIDATE ADVERTISEMENT AGREEMENT FORM

Feb. 26-Mar. 5, 2024: FSME 4444, "Truth"

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:



Name: Maggie Clark

Date of Request to Purchase Ad Time: 2/22/2024

Signature:



Name: Bruce Leach

Date of Station Agreement to Sell Time: 2/23/24

**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: 2/22/2024

**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 #: <b>4361719</b>	Station Call Letters: <b>WHLT</b>	Date Received/Requested: <b>2/23/24</b>
Est. #: <b>000795</b>	Station Location: <b>Hattiesburg, MS</b>	Run Start and End Dates: <b>3/2/24 - 3/3/24</b>

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.

2/22/2024

MARKET: Hattiesburg-Laurel

ADVERTISER: Committee to Elect Mike Ezell  
 Product: Primary Election  
 Brand: U. S. Congress, Mississippi Fourth District  
 FLIGHT DATES: 02/28/24 - 03/05/24  
 DEMO: P 35-64

ORDER #: WHLT202402221655514  
 REV: 0  
 Estimate #: 000795  
 VENDOR: WHLT-TV  
 ATTN: Bruce Leach  
 bleach@wjtvr.com

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

*Maggie Clark*  
 MEDIA SERVICES

Television - Hattiesburg-Laurel

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

Line Number	Time Period Days	Len	Program	Gross Rate	We 02/28	Th 02/29	Fr 03/01	Sa 03/02	Su 03/03	Mo 03/04	Tu 03/05	Tot Spots	Gross Cost	Net Cost	GRI Gross CPM								
1	9:00P to 10:00P Su	: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	



2/22/2024

MARKET: Hattiesburg-Laurel

ADVERTISER: Committee to Elect Mike Ezell  
Product: Primary Election  
Brand: U. S. Congress, Mississippi Fourth District  
FLIGHT DATES: 02/28/24 - 03/05/24  
DEMO: P 35-64

ORDER #: WHLT02402221655514  
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

*Maggie Clark*  
MEDIA SERVICES

Television - Hattiesburg-Laurel

Surveys: Share 11/2023 => Hit 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

2/22/2024

MARKET: Hartesburg-Laurel

ADVERTISER: Committee to Elect Mike Ezell  
Product: Primary Election  
Brand: U. S. Congress, Mississippi Fourth District  
FLIGHT DATES: 02/28/24 - 03/05/24  
DEMO: P 35-64

ORDER #: WHLT202402221655514  
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@mrclarkmedia.com

*Maggie Clark*  
MEDIA SERVICES

Monthly Totals

Month	Gross Cost	Net Cost	Spots	GRPs	CPP	GRIs	Gross CPM
February, 2024	\$0.00	\$0.00	0	0.0	\$ 0.00	0.00	\$ 0.00
March, 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, 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.

*Burdette* 2/23/24

Vendor Approval: 02/22/2024 10:55AM

Traffic instructions

Air in equal rotation (50/50) FSME 3333, "March" & FSME 4444 "Truth".  
Traffic for Mon, 2/26 IFN was emailed to station on Thu, 2/22.

# ORDER



Hattiesburg WHLT

**Orders**  
**Order / Rev:** 4361719  
**Alt Order #:**  
**Product Desc:** Primary Election  
**Estimate:** 000795  
**Flight Dates:** 03/02/24 - 03/03/24  
**Original Date / Rev:** 02/23/24 / 02/23/24  
**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
02/26/24	03/31/24	2	\$250.00	\$212.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	2	\$250.00	\$212.50	0.00
<b>Totals</b>	<b>2</b>	<b>\$250.00</b>	<b>\$212.50</b>	<b>0.00</b>

**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	03/02/24	03/03/24	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: 02/26/24	03/03/24	-----S-		1		\$125.00		0.00					
N 2	WHLT	03/02/24	03/03/24	Sun Prime Hour 1 Sun Hour 1	CM	558p-7p (6:00 PM-7:00 PM)	-----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: 02/26/24	03/03/24	-----S		1		\$125.00		0.00					
													<b>Totals</b>	<b>2</b>	<b>\$250.00</b>