



This order was placed jointly for two separate candidates listed below,
and has been split evenly in half.

The candidates are

- Mark Baker – Rep Candidate for Attorney General
- David McRae – Rep Candidate for Treasurer

CONTRACT # 207284

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: WXXV GULFPORT	Date: 6/24/19
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I, Katherine Cookson/ Medium Buying, LLC,

being/on behalf of: David McRae,

a legally qualified candidate of the Republican

political party for the office of: Treasurer

in the Primary

election to be held on: August 6, 2019

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$1637.50 gross 7.8-7.19

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

David McRae for State Treasurer

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:

David McRae

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

6/24/19

Date

Michael E. Cookson

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Jalee Smothers

Signature

JALEE SMOTHERS

Printed Name

NSM

Title



**KATZ TELEVISION
GROUP**

125 West 55th St
New York, NY 10019

Contract # 26488049

CPE: 175/195/678

Agency: MEDIUM BUYING LLC

1351 King Ave

2nd Floor
COLUMBUS, OH
43212

Changes as of: 6/20/2019 at 11:39 AM

Flight: 7/8/19 - 7/15/19

Advertiser: McRae - MS Treasurer
- Baker - MS Attorney
General

Product: McRae MS Treasurer
Bake MS Attny General

Agency Order #: 8627590

Buyer: Cookson, Katherine

Salesperson: FRAN BROWN
215-563-5400

Separation:

Version: Highlighting Revision 2

Station: WXXV

Market: Biloxi-Gulfport

Office: PHILADELPHIA

Service: Nielsen

Primary Demo: Adults 50+

Assistant: FRAN BROWN
215-563-5400

Con Type: POLITICAL/VOTE

Total \$: \$3,275.00

Total Spots: 64

Total CPP: \$22.25

Total GRP: 147.2

Comments: revised rates based on rate card and converted them to :15 bookends, total remains the same

#	Day/Time	DP	Program	Rate	A50P Rating	Len	7/8 - 7/15				Total Spots	Total \$	CPP*	GRP*	
							7/8	7/15							
REV+ 1	Su 8a-9a		Fox News Sunday	\$25.00	0.9	15	1	2	0	✓	2	\$50.00	\$27.78	1.8	
bookends Changes: Rate from 30 to 25, Len from 30 to 15															
REV+ 2	M-F 7a-9a		WXXV News 25 Today @ 7am	\$17.50	1.4	15	5	10	1	2	✓	12	\$210.00	\$12.50	16.8
bookends Changes: Rate from 35 to 17.5, Len from 30 to 15															
REV+ 3	F 10p-12m		CSI: Miami-MYNET	\$17.50	1.0	15	1	2	0	✓	2	\$35.00	\$17.50	2.0	
bookends Changes: Rate from 35 to 17.5, Len from 30 to 15															
REV+ 4	Su 10p-11p		TMZ Weekend	\$12.50	1.3	15	1	2	0	✓	2	\$25.00	\$9.62	2.6	
bookends Changes: Rate from 40 to 12.5, Len from 30 to 15															
REV+ 5	M-F 9a-10a		Pickler & Ben	\$10.00	2.0	15	3	6	1	2	✓	8	\$80.00	\$5.00	16.0
bookends Changes: Rate from 45 to 10, Len from 30 to 15															
REV+ 6	M-F 4p-5p		Dr. Phil	\$25.00	2.0	15	3	6	1	2	✓	8	\$200.00	\$12.50	16.0
bookends Changes: Rate from 60 to 25, Len from 30 to 15															
REV+ 7	M-F 5:30p-6p		Family Feud	\$30.00	2.2	15	3	6	1	2	✓	8	\$240.00	\$13.64	17.6
bookends Changes: Rate from 65 to 30, Len from 30 to 15															
REV+ 8	Su 9p-10p		WXXV News 25 Sunday @ 9pm	\$70.00	2.7	15	1	2	0	✓	2	\$140.00	\$25.93	5.4	
bookends Changes: Rate from 150 to 70, Len from 30 to 15															
REV+ 9	M-F 9p-10p		WXXV News 25 @ 9pm	\$70.00	2.7	15	3	6	1	2	✓	8	\$560.00	\$25.93	21.6
bookends Changes: Rate from 150 to 70, Len from 30 to 15															
REV+ 10	M 8p-9p		So You Think You Can Dance-FOX	\$115.00	2.7	15	1	2	0	✓	2	\$230.00	\$42.59	5.4	
bookends Changes: Rate from 230 to 115, Len from 30 to 15															



125 West 55th St
New York, NY 10019

Contract # 26488049	Changes as of: 6/20/2019 at 11:39 AM	Version: Highlighting Revision 2
CPE: 175/195/678	Flight: 7/8/19 - 7/15/19	Station: WXXV
Agency: MEDIUM BUYING LLC	Advertiser: McRae - MS Treasurer - Baker - MS Attorney General	Market: Biloxi-Gulfport
1351 King Ave	Product: McRae MS Treasurer Bake MS Attny General	Office: PHILADELPHIA
2nd Floor	Agency Order #: 8627590	Service: Nielsen
COLUMBUS, OH 43212	Buyer: Cookson, Katherine	Primary Demo: Adults 50+
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400
	Separation:	

Con Type: POLITICAL/VOTE
Total \$: \$3,275.00
Total Spots: 64
Total CPP: \$22.25
Total GRP: 147.2

#	Day/Time	DP	Program	Rate	A50P Rating	Len	7/8 - 7/15			Total Spots	Total \$	CPP*	GRP*
							7/8	7/15					
REV+ 11	F 7p-8p		Last Man Standing/The Cool Kids- FOX	\$97.50	3.6	15	1	2	0	2	\$195.00	\$27.08	7.2
bookends Changes: Rate from 275 to 97.5, Len from 30 to 15													
REV+ 12	Sa-Su 11:30a-10p		NASCAR ME	\$162.50	4.2	15	2	4	0	4	\$650.00	\$38.69	16.8
bookends Changes: Rate from 325 to 162.5, Len from 30 to 15													
REV+ 13	W 8p-9p		Star-FOX	\$117.50	4.5	15	1	2	0	2	\$235.00	\$26.11	9.0
bookends Changes: Rate from 375 to 117.5, Len from 30 to 15													
REV+ 14	Tu 8p-9p		911	\$212.50	4.5	15	0	0	2	2	\$425.00	\$47.22	9.0
bookends													
TOTALS: 52 12										64	\$3,275.00	\$22.25	147.2



**KATZ TELEVISION
GROUP**

125 West 55th St
New York, NY 10019

Contract # 26488049	Changes as of: 6/20/2019 at 11:39 AM	Version: Highlighting Revision 2
CPE: 175/195/678	Flight: 7/8/19 - 7/15/19	Station: WXXV
Agency: MEDIUM BUYING LLC	Advertiser: McRae - MS Treasurer - Baker - MS Attorney General	Market: Biloxi-Gulfport
351 King Ave	Product: McRae MS Treasurer Bake MS Attny General	Office: PHILADELPHIA
2nd Floor	Agency Order #: 8627590	Service: Nielsen
COLUMBUS, OH	Buyer: Cookson, Katherine	Primary Demo: Adults 50+
43212	Salesperson: FRAN BROWN 215-563-5400	Assistent: FRAN BROWN 215-563-5400
	Separation:	

Con Type: POLITICAL/VOTE
Total \$: \$3,275.00

Total Spots: 64
Total CPP: \$22.25
Total GRP: 147.2

Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
06/20/19 11:39 AM	FRAN BROWN	revised rates based on rate card and converted them to :15 bookends, total remains the same
06/18/19 4:35 PM	FRAN BROWN	revised flight dates per agy
06/18/19 3:54 PM	System	Notice Received.
06/18/19 3:17 PM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$32,750
WXXV Share:	10%
Comment:	
DXV:	15%
Unknown:	75%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	64	\$3,275.00	\$22.25	147.2
Total	100%	64	\$3,275.00	\$22.25	147.2

Monthly Summary		
Month	Spots	Dollars
2019-Jul	64	\$3,275.00
Total	64	\$3,275.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	6/20/19 11:39 AM	FRAN BROWN	Revised	33		\$0	\$3,275.00	Changes: Total CPP from \$47.40 to \$22.25, Total Spots from 31 to 64, Total GRPs from 69.1 to 147.2, Comments from revised flight dates per agy to revised rates based on rate card and converted them to :15 bookends, total remains the same. 14 buylines added or modified.
Revision	6/18/19 4:35 PM	FRAN BROWN	Confirmed			\$0	\$3,275.00	Changes: Origproduct to TV, Product from TV to McRae MS Treasurer Bake MS Attny General, Origflight End to 7/21/19, Flight End from 7/21/19 to 7/15/19, Comments from Separation: 30 to revised flight dates per agy.
Queued for Electronic Contracting	6/18/19 3:24 PM					\$0	\$0	
New	6/18/19 3:16 PM	FRAN BROWN	Confirmed	31		\$3,275.00	\$3,275.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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WXXV-TV
P.O. Box 2500
Gulfport, MS 39505

Medium Buying LLC
3380 Tremont Road
Suite 290
Columbus, OH 43221

Contract # 207284
Schedule Dates 07/08/19-07/19/19
Advertiser Pol - David McRae (13503)
Agency Medium Buying LLC (4295)
Product Political (1176)
Brand McRae / Baker (64049)
Salesperson Millenium-Philadelphia, - (1034)
Sales Office Millenium - Philadelphia
Buyer Name Kather, Cookson,
Phone/Fax /
CPE 175/195/678
Account Types National/Political
Billing Type Standard
Comments TV
Separation: 30

Date Entered 06/20/19
Last Modified 06/20/19
Entered By James Spears
CO-OP No
Headline # ECR26488049
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$491.25
Net Total \$2,783.75

Sales Tax
Participating Dealers (Gross \$)
(13503) Pol - David McRae, \$1,637.50 (50.00%)
(16579) Pol - Mark Baker, \$1,637.50 (50.00%)

Gulfport (WXXV)
By Broadcast Month **Spots** **Rate**
Jul. 2019 32 \$3,275.00
Grand Total: 32 \$3,275.00

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
1.0	Normal Line / SPOT(B/E) (1)	07/14/19-07/14/19	3	:15/:15	8A- Fox News Sunday	1							X	1	\$50.00	\$50.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A Fox News Sunday	6/20/19
2.0	Normal Line / SPOT(B/E) (2)	07/08/19-07/12/19	3	:15/:15	7A- 9A (CST)		1	1	1	1	1			5	\$35.00	\$175.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B WXXV News 25 Today @ 7am	6/20/19
3.0	Normal Line / SPOT(B/E) (2)	07/15/19-07/19/19	3	:15/:15	7A- 9A (CST)	1	X	X	X	X	X			1	\$35.00	\$35.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B WXXV News 25 Today @ 7am	6/20/19
4.0	Normal Line / SPOT(B/E) (3)	07/12/19-07/12/19	3	:15/:15	10P- CSI: Miami 1 (My Network)	1					X			1	\$35.00	\$35.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A CSI: Miami-MYNET	6/20/19
5.0	Normal Line / SPOT(B/E) (4)	07/14/19-07/14/19	3	:15/:15	10P- TMZ Weekend	1							X	1	\$25.00	\$25.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A TMZ Weekend	6/20/19
6.0	Normal Line / SPOT(B/E) (5)	07/08/19-07/12/19	3	:15/:15	9A- Pickler & Ben	3	X	X	X	X	X			3	\$20.00	\$60.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B Pickler & Ben	6/20/19

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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By Broadcast Month
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7.0	Normal Line / SPOT(B/E) (5)	07/15/19-07/19/19	3	:15/:15	9A- Pickler & Ben	1	X	X	X	X	X			1	\$20.00	\$20.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B Pickler & Ben	6/20/19
8.0	Normal Line / SPOT(B/E) (6)	07/08/19-07/12/19	3	:15/:15	4P- Dr. Phil	3	X	X	X	X	X			3	\$50.00	\$150.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B Dr. Phil	6/20/19
9.0	Normal Line / SPOT(B/E) (6)	07/15/19-07/19/19	3	:15/:15	4P- Dr. Phil	1	X	X	X	X	X			1	\$50.00	\$50.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B Dr. Phil	6/20/19
10.0	Normal Line / SPOT(B/E) (7)	07/08/19-07/12/19	3	:15/:15	5:30P- Family Feud (S)	3	X	X	X	X	X			3	\$60.00	\$180.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B Family Feud	6/20/19
11.0	Normal Line / SPOT(B/E) (7)	07/15/19-07/19/19	3	:15/:15	5:30P- Family Feud (S)	1	X	X	X	X	X			1	\$60.00	\$60.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B Family Feud	6/20/19
12.0	Normal Line / SPOT(B/E) (8)	07/14/19-07/14/19	3	:15/:15	9P- News 25 Sunday	1							X	1	\$140.00	\$140.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A WXXV News 25 Sunday @ 9pm	6/20/19
13.0	Normal Line / SPOT(B/E) (9)	07/08/19-07/12/19	3	:15/:15	9P- News 25	3	X	X	X	X	X			3	\$140.00	\$420.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B WXXV News 25 @ 9pm	6/20/19

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Gulfport (WXXV)

By Broadcast Month	Spots	Rate
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Grand Total:	32	\$3,275.00

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
14.0	Normal Line / SPOT(B/E) (9)	07/15/19-07/19/19	3	:15/:15	9P- News 25	1	X	X	X	X	X			1	\$140.00	\$140.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU B WXXV News 25 @ 9pm	6/20/19
15.0	Normal Line / SPOT(B/E) (10)	07/08/19-07/08/19	3	:15/:15	8P- So You Think You Can Dance	1	X							1	\$230.00	\$230.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A So You Think You Can Dance-FOX	6/20/19
16.0	Normal Line / SPOT(B/E) (11)	07/12/19-07/12/19	3	:15/:15	7P- Last Man Standing	1					X			1	\$195.00	\$195.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A Last Man Standing/The Cool Kids-FOX	6/20/19
17.0	Normal Line / SPOT(B/E) (12)	07/13/19-07/14/19	3	:15/:15	11:30A- NASCAR on FOX	2						X	X	2	\$325.00	\$650.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A NASCAR ME	6/20/19
18.0	Normal Line / SPOT(B/E) (13)	07/10/19-07/10/19	3	:15/:15	8P- Star	1			X					1	\$235.00	\$235.00	Gulfport (WXXV)	COMMENTS APPLY TO SUB LINES A THRU A Star-FOX	6/20/19
19.0	Normal Line / SPOT(B/E) (14)	07/16/19-07/16/19	3	:15/:15	8P- 911			1						1	\$425.00	\$425.00	Gulfport (WXXV)		6/20/19

CONFIRMATION CONTRACT

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