



Political Candidate Advertisements Agreement Form

Candidate Type: Federal Candidate State or Local Candidate

Date: OCT 9~~th~~, 2020.

Station and Location: WJLS Beckley WV

I, WILLIAM R. LAIRD IV,

[select one] Being On behalf of: _____, a legally qualified candidate associated with the DEMOCRATIC political party or organization, and seeking the office of NV SENATE 19th DISTRICT in the GENERAL election to be held on NOV 3, 2020, do hereby request advertising time as follows:

LENGTH OF BROADCAST	DAYPART, PKG. OR ROTATION	DAYS OF THE WEEK	CLASS OF TIME	TIMES PER WEEK	NUMBER OF WEEKS
<u>WJLS-AM 30 30</u>	<u>6A-1P</u>	<u>M-SUN</u>		<u>100 @ 6⁰⁰</u>	<u>600⁰⁰</u>
<u>WJLS-FM 30</u>	<u>6A-1P</u>	<u>M-SUN</u>		<u>100 @ 12⁰⁰</u>	<u>1200⁰⁰</u>
TOTAL CHARGES:					<u>1800⁰⁰</u>

IMPORTANT NOTE: To avail himself or herself of the Lowest Unit Charge (LUC) available during a "Political Window" period (45 days prior to a Primary Election or 60 days prior to a General Election), a candidate for a federal office must sign the Certification on Page 3 of this Agreement Form.

This station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with the intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

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

LAIRD FOR SENATE 2020

You are authorized to announce the time as paid for by such person or entity. I represent that the person or entity is either a legally qualified candidate or an authorized committee or organization of the legally qualified candidate.

The name of the Treasurer of the candidate's authorized committee is:

DAVID G. PURRY

This station has disclosed to me its political advertising policies, including the following: applicable classes and rates; discount, promotional, and other sales practices (not applicable to federal candidates).

TO BE SIGNED BY CANDIDATE OR AUTHORIZED COMMITTEE:

SIGNATURE:

William R. Laird IV

Name: WILLIAM R. LAIRD IV

Title: CANDIDATE

DATE OF SIGNATURE:

10/9/2020

TO BE SIGNED BY STATION REPRESENTATIVE:

Accepted Accepted in Part Rejected

SIGNATURE:

Kerrie Thompson

Name: Kerrie Thompson

Title: SAsE

DATE OF SIGNATURE:

10/9/2020

This station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with the intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

ORDER

Orders
Order / Rev: 264041
Alt Order #: _____
Product Desc: General Election
Estimate: _____
Flight Dates: 10/12/20 - 11/03/20
Original Date / Rev: 10/09/20 / 10/09/20
Order Type: COMM

WJLS-FM
Primary AE: Keith Thompson
Sales Office: BECKL
Sales Region: Local

Agency
Name: Laird for Senate 2020
Buying Contact: Bill Laird
Billing Contact: _____
225 Highland Ave.
Oak Hill, WV 25901

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: Laird for Senate 2020
Demographic: HH
Product Codes: PL02
Revenue Code 1: DIR
Revenue Code 2: POL
Revenue Code 3: POL CAND
Priority: LROS

New Business Thru: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	60	\$720.00	\$720.00
10/26/20	11/03/20	40	\$480.00	\$480.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	60	\$720.00	\$720.00	720.00
November 2020	40	\$480.00	\$480.00	420.00
Totals	100	\$1,200.00	\$1,200.00	1140.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Keith Thompson			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	WJLSF	10/12/20	11/02/20	M-Sun 6a-11p Political	CM	6a-11p	MTWTFSS	:30	30	\$12.00	LRO	0.00	NM	95	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	MTWTFSS		30				\$12.00		12.00			
		Week: 10/19/20	10/25/20	MTWTFSS		30				\$12.00		12.00			
		Week: 10/26/20	11/01/20	MTWTFSS		30				\$12.00		12.00			
		Week: 11/02/20	11/08/20	M-----		5				\$12.00		12.00			
N 2	WJLSF	11/03/20	11/03/20	M-F 6a-7p M-F 6a-7p	CM	6a-7p	-T-----	:30	5	\$12.00	LRO	0.00	NM	5	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	-T-----		5				\$12.00		0.00			
Totals													100	\$1,200.00	

ORDER

Orders
Order / Rev: 264042
Alt Order #: _____
Product Desc: General Election
Estimate: _____
Flight Dates: 10/12/20 - 11/03/20
Original Date / Rev: 10/09/20 / 10/09/20
Order Type: COMM

WJLS-AM
Primary AE: Keith Thompson
Sales Office: BECKL
Sales Region: Local

Agency
Name: Laird for Senate 2020
Buying Contact: Bill Laird
Billing Contact: _____
225 Highland Ave.
Oak Hill, WV 25901

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Billing Calendar: Broadcast
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Revenue Code 3: POL CAND
Priority: LROS

New Business Thru: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	60	\$360.00	\$360.00
10/26/20	11/03/20	40	\$240.00	\$240.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	60	\$360.00	\$360.00	0.00
November 2020	40	\$240.00	\$240.00	0.00
Totals	100	\$600.00	\$600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Keith Thompson			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	WJLSA	10/12/20	11/02/20	M-Sun 6a-11p Political Political	CM	6a-11p	MTWTFSS-	:30	30	\$6.00	LRO	0.00	NM	95	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	MTWTFSS-					30	\$6.00		0.00			
		Week: 10/19/20	10/25/20	MTWTFSS-					30	\$6.00		0.00			
		Week: 10/26/20	11/01/20	MTWTFSS-					30	\$6.00		0.00			
		Week: 11/02/20	11/08/20	M-----					5	\$6.00		0.00			
N 2	WJLSA	11/03/20	11/03/20	M-S 6a-7p M-S 6a-7p	CM	6a-7p	-T-----	:30	5	\$6.00	LRO	0.00	NM	5	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	-T-----					5	\$6.00		0.00			
Totals													100	\$600.00	

Ends 10/22

BILL LAIRD IS THE SENATOR WE NEED FOR FAYETTE, GREENBRIER, MONROE AND SUMMERS COUNTIES. BILL LAIRD WILL STANDUP FOR WORKING FAMILIES, TEACHERS AND STUDENTS. WILLIAM LAIRD IS A STRONG PROTECTOR OF PERSONAL FREEDOMS, LAW ENFORCEMENT, AND LAND OWNERSHIP RIGHTS. BILL LAIRD IS A PROVEN LEADER WHO CAN WORK WITH OTHERS TO BUILD A STRONGER WEST VIRGINIA. PLEASE VOTE WILLIAM R. LAIRD FOR WEST VIRGINIA STATE SENATE. BILL LAIRD VALUES WE SHARE, EXPERIENCE WE NEED. PAID BY LARID FOR SENATE 2020, DAVID PERRY TREASURER.

10/23 → 11/3
replaces previous script

Rotate

I'M BILL LAIRD CANDIDATE FOR STATE SENATE, MY RECORD IS BEING DISTORTED, LETS SET IT STRAIGHT. I SERVED AS SHERIFF OF FAYETTE COUNTY FOR 16 YEARS. I FOUGHT FOR INCREASED FUNDING FOR LAW ENFORCEMENT AGENCIES. AS A LIFELONG HUNTER I HAVE ALWAYS STOOD FOR THE SECOND AMENDMENT. AS A PERSON OF FAITH, I HOLD DEEP CONVICTIONS ABOUT THE SANCTITY OF HUMAN LIFE. IN NO INCIDENCES WOULD I CONDONE THE ILLEGAL TAKING OF THE LIFE OF A CHILD. IF YOU HAVE QUESTIONS YOU ARE WELCOME TO CONTACT ME, THANK YOU.

TAG: PAID FOR BY LAIRD FOR SENATE 2020.

BILL LAIRD IS THE STRONG VOICE WE NEED IN THE STATE SENATE REPRESENTING FAYETTE, GREENBRIER MONROE AND SUMMERS COUNTIES. BILL LAIRD WAS SHERIFF OF FAYETTE COUNTY FOR 16 YEARS, HE UNDERSTANDS THE SACRAFICES LAW ENFORCEMENT OFFICERS MAKE FOR OUR COMMUNITIES. AS OUR SENATOR BILL LAIRD WILL WORK ACROSS THE ISLE TO PROTECT PUBLIC HEALTH, PROTECT LANDOWNER RIGHTS AND EXPAND BROADBAND. VOTE WILLIAM R. LAIRD FOR WEST VIRGINIA SENATE.

TAG: PAID FOR BY LAIRD FOR SENATE 2020