



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 II,

[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 10th 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-PM 30</u>	<u>6A-1P</u>	<u>M-SUN</u>		<u>100 @ 12⁰⁰</u>	<u>1200⁰⁰</u>

TOTAL CHARGES:

1800⁰⁰

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:

Kerrin Thompson

Name: Kerrin Thompson

Title: SAE

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

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	\$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

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.