

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: <u>New Orleans, LA</u>	BRNO, WYLD FM/AM, WQUE	Date: <u>11/13/19</u>
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I, Patrick Lee

being/on behalf of: The Committee To Elect Byron Lee,

a legally qualified candidate of the Democratic

political party for the office of: Jefferson Parish Council District 3

in the General Runoff

election to be held on: 11/16/19

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30's	see attached →				

Attach proposed schedule with charges (if available):

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

Carol Smith

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:

Carol Smith Treasurer Meredith

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

13 Nov 19

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Schuyferman

Printed Name

Account Executive

Title

PROPOSAL



Williams, Schuyler

Prepared for:

Byron Lee for Jefferson Parish

Date: 11/13/2019 03:15

Advertiser: Byron Lee for Jefferson Parish

Spots: 123

Total Gross **\$3,503.00**
Cost:

Rates guaranteed until 11/20/2019

Summary

Advertiser	Byron Lee for Jefferson Parish
Customer ID	01216706
Title	Election Day
Proposal Number	6266349
Billing Options	Broadcast
Market - Survey(s)	New Orleans - Au '19
Demographics	Persons 25-54

Spot Schedule

BRNO Throwback 96.3

1 Week: 11/11

Daypart/Program	Len	Spots	M	T	W	Th	F	Sa	Su	Rate	Gross	AQH	Rtg	GRPs	CPP	AQH	Freq	% Mkt
Thu-Fri 6am-10am	30	8				X	X			\$10.00	\$80.00	0.2	1.6	\$50.00	900	1.9	0.7	
Thu-Fri 6am-10am	60	8				X	X			\$15.00	\$120.00	0.2	1.6	\$75.00	900	1.9	0.7	
Thu-Fri 10am-3pm	30	4				2	2			\$10.00	\$40.00	0.2	0.8	\$50.00	900	1.3	0.5	
Thu-Fri 10am-3pm	60	4				2	2			\$15.00	\$60.00	0.2	0.8	\$75.00	900	1.3	0.5	
Thu-Fri 3pm-7pm	60	4				2	2			\$15.00	\$60.00	0.3	1.2	\$50.00	1,700	1.4	0.8	
Thu-Fri 7pm-Midnight	30	8				4	4			\$10.00	\$80.00	0.2	1.6	\$50.00	900	2.2	0.6	
Sat 10am-3pm	30	4						4		\$8.00	\$32.00	0.1	0.4	\$80.00	800	1.7	0.3	
Sat 10am-3pm	30	4						4		\$10.00	\$40.00	0.1	0.4	\$100.00	800	1.7	0.3	
Sat 10am-3pm	60	4						4		\$10.00	\$40.00	0.1	0.4	\$100.00	800	1.7	0.3	
Sat 3pm-7pm	30	4						4		\$8.00	\$32.00	0.1	0.4	\$80.00	600	1.9	0.2	
Weekly Total		52									\$584.00	0.2	9.2	\$63.48	900	3.1	2.6	
Flight Total		52									\$584.00	0.2	9.2	\$63.48	900	3.1	2.6	

WQUE Q93 93.3

1 Week: 11/11

Daypart/Program	Len	Spots	M	T	W	Th	F	Sa	Su	Rate	Gross	AQH	Rtg	GRPs	CPP	AQH	Freq	% Mkt
Thu-Fri 10am-3pm	30	2				1	1			\$120.00	\$240.00	2.2	4.4	\$54.55	12,600	1.2	3.6	
Thu-Fri 3pm-7pm	30	4				2	2			\$135.00	\$540.00	2.4	9.6	\$56.25	14,200	1.6	6.1	
Thu-Fri 7pm-Midnight	30	4				2	2			\$40.00	\$160.00	1.6	6.4	\$25.00	9,400	1.6	4.0	
Sat 10am-3pm	30	2						2		\$50.00	\$100.00	2.5	5.0	\$20.00	14,600	1.4	3.6	
Sat 3pm-7pm	30	2						2		\$50.00	\$100.00	1.6	3.2	\$31.25	9,300	1.3	2.5	
Weekly Total		14									\$1,140.00	2.1	28.6	\$39.86	12,000	2.2	12.9	
Flight Total		14									\$1,140.00	2.1	28.6	\$39.86	12,000	2.2	12.9	

WYLD Urban AC 98.5

1 Week: 11/11

Daypart/Program	Len	Spots	M	T	W	Th	F	Sa	Su	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Thu-Fri 10am-3pm	30	2				1	1			\$120.00	\$240.00	1.6	3.2	\$75.00	9,400	1.2	2.7
Thu-Fri 3pm-7pm	30	2				1	1			\$135.00	\$270.00	1.9	3.8	\$71.05	10,800	1.2	3.0
Thu-Fri 7pm-Midnight	30	6				3	3			\$40.00	\$240.00	1.1	6.6	\$36.36	6,600	2.1	3.3
Thu-Fri 7pm-Midnight	60	2				1	1			\$50.00	\$100.00	1.1	2.2	\$45.45	6,600	1.2	1.9
Sat 6am-10am	30	2						2		\$40.00	\$80.00	1.1	2.2	\$36.36	6,500	1.4	1.6
Sat 6am-10am	60	2						2		\$50.00	\$100.00	1.1	2.2	\$45.45	6,500	1.4	1.6
Sat 10am-3pm	30	2						2		\$45.00	\$90.00	1.2	2.4	\$37.50	6,800	1.3	1.8
Sat 3pm-7pm	30	2						2		\$50.00	\$100.00	0.8	1.6	\$62.50	4,400	1.3	1.1
Weekly Total		20									\$1,220.00	1.2	24.2	\$50.41	7,100	2.5	9.7
Flight Total		20									\$1,220.00	1.2	24.2	\$50.41	7,100	2.5	9.7

WYLD-AM Gospel 940

1 Week: 11/11

Daypart/Program	Len	Spots	M	T	W	Th	F	Sa	Su	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Thu-Fri 6am-10am	30	4				2	2			\$10.00	\$40.00	0.2	0.8	\$50.00	1,000	1.5	0.5
Thu-Fri 10am-3pm	30	4				2	2			\$9.00	\$36.00	0.3	1.2	\$30.00	1,500	1.6	0.6
Thu-Fri 10am-3pm	60	6				3	3			\$25.00	\$150.00	0.3	1.8	\$83.33	1,500	2.0	0.8
Thu-Fri 10am-3pm	60	5				2	3			\$25.00	\$125.00	0.3	1.5	\$83.33	1,500	1.8	0.7
Thu-Fri 3pm-7pm	30	4				2	2			\$8.00	\$32.00	0.2	0.8	\$40.00	900	1.6	0.4
Thu-Fri 3pm-7pm	60	4				2	2			\$25.00	\$100.00	0.2	0.8	\$125.00	900	1.6	0.4
Sat 6am-10am	30	2						2		\$5.00	\$10.00	0.1	0.2	\$50.00	700	1.2	0.2
Sat 6am-10am	60	2						2		\$10.00	\$20.00	0.1	0.2	\$100.00	700	1.2	0.2
Sat 10am-3pm	30	2						2		\$5.00	\$10.00	0.1	0.2	\$50.00	700	1.7	0.1
Sat 3pm-7pm	30	2						2		\$3.00	\$6.00	0.0	0.0	\$0.00	100	1.2	0.0
Sat 3pm-7pm	60	2						2		\$15.00	\$30.00	0.0	0.0	\$0.00	100	1.2	0.0
Weekly Total		37									\$559.00	0.2	7.5	\$74.53	1,000	3.8	1.7
Flight Total		37									\$559.00	0.2	7.5	\$74.53	1,000	3.8	1.7

Proposal Totals

	Spots	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
BRNO Throwback 96.3	52	\$584.00	0.2	9.2	\$63.48	900	3.1	2.6
WQUE Q93 93.3	14	\$1,140.00	2.1	28.6	\$39.86	12,000	2.2	12.9
WYLD Urban AC 98.5	20	\$1,220.00	1.2	24.2	\$50.41	7,100	2.5	9.7
WYLD-AM Gospel 940	37	\$559.00	0.2	7.5	\$74.53	1,000	3.8	1.7
Total	123	\$3,503.00	0.5	69.5	\$50.40	3,200	3.2	21.5