

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: WLOX-TV/Biloxi-Gulfport	Date: 6/4/2019
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I, AxMedia,
 being/on behalf of: Lynn Fitch for Mississippi,
 a legally qualified candidate of the Republican
 political party for the office of: Mississippi Attorney General
 in the Primary
 election to be held on: August 6th, 2019

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Lynn Fitch for Mississippi

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:

Cecil Harper, PO Box 698, Madison, MS 39130

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

6/4/2019

Date

TAYLOR FERNIE

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

KAN Williams

Signature

KAN Williams

Printed Name

National Sales Mgr.

Title

Order / Rev: 1220240
 Alt Order #: WOC12060132
 Flight Dates: 07/22/19 - 08/11/19

Advertiser: Lynn Fitch for Attorney General
 Product Desc: 2019 Primary Election
 Estimate: 1034
 WLOX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	----1--					1	\$695.00		19.20			
Week: 07/29/19		08/04/19	11111--						5	\$695.00		19.20			
Week: 08/05/19		08/11/19	1-----						1	\$695.00		19.20			
N 5	WLOX	07/22/19	08/05/19	M-F 10p Late News	CM	10:00 PM-10:35 PM	----1--	:30	1	\$695.00	P-03	13.50	NM	7	\$4,865.00
				M-F 10p Late News											
				(Program: WLOX NEWS AT 10PM)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	----1--					1	\$695.00		13.50			
Week: 07/29/19		08/04/19	11111--						5	\$695.00		13.50			
Week: 08/05/19		08/11/19	1-----						1	\$695.00		13.50			
N 6	WLOX	07/22/19	08/03/19	Sa 8-830a News	CM	8:00 AM-8:30 AM	-----1-	:30	1	\$150.00	P-03	9.30	NM	2	\$300.00
				Sa 8-830a News											
				(Program: GOOD MORNING MISS. (SAT 8A))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1-					1	\$150.00		9.30			
Week: 07/29/19		08/04/19	-----1-						1	\$150.00		9.30			
N 7	WLOX	07/22/19	08/03/19	Sa 6p News	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$175.00	P-03	7.10	NM	2	\$350.00
				Sa 6p News											
				(Program: WLOX NEWS AT 6PM (SAT))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1-					1	\$175.00		7.10			
Week: 07/29/19		08/04/19	-----1-						1	\$175.00		7.10			
N 8	WLOX	07/22/19	08/03/19	Sa 10p Late News	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$350.00	P-03	6.40	NM	2	\$700.00
				Sa 10p Late News											
				(Program: WLOX NEWS AT 10PM (SAT))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1-					1	\$350.00		6.40			
Week: 07/29/19		08/04/19	-----1-						1	\$350.00		6.40			
N 9	WLOX	07/22/19	08/04/19	Su 8-830a News	CM	8:00 AM-8:30 AM	-----1	:30	1	\$75.00	P-03	8.60	NM	2	\$150.00
				Su 8-830a News											
				(Program: GOOD MORNING MISS (SUN 8A))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1					1	\$75.00		8.60			
Week: 07/29/19		08/04/19	-----1						1	\$75.00		8.60			
N 10	WLOX	07/22/19	08/04/19	Su 530p News	CM	5:30 PM-6:00 PM	-----1	:30	1	\$200.00	P-03	10.50	NM	2	\$400.00
				Su 530p News											
				(Program: WLOX NEWS AT 5:30P (SUN))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1					1	\$200.00		10.50			
Week: 07/29/19		08/04/19	-----1						1	\$200.00		10.50			
N 11	WLOX	07/22/19	08/04/19	Su 10p Late News 1	CM	10:00 PM-10:30 PM	-----1	:30	1	\$575.00	P-03	11.00	NM	2	\$1,150.00
				Su 10p Late News 1											
				(Program: WLOX NEWS AT 10PM (SUN))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1					1	\$575.00		11.00			
Week: 07/29/19		08/04/19	-----1						1	\$575.00		11.00			
N 12	WLOX	07/22/19	08/04/19	Su 10p Late News 2	CM	10:30 PM-11:00 PM	-----1	:30	1	\$350.00	P-03	7.90	NM	2	\$700.00
				Su 10p Late News 2											
				(Program: WLOX NEWS AT 10:30P (SUN))CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/22/19		07/22/19	07/28/19	-----1					1	\$350.00		7.90			
Week: 07/29/19		08/04/19	-----1						1	\$350.00		7.90			
													Totals	46	\$19,635.00

ORDER



Orders
Order / Rev: 1220220
Alt Order #: WOC12060130
Product Desc: 2019 Primary Election
Estimate: 1034
Flight Dates: 07/22/19 - 08/11/19
Original Date / Rev: 06/05/19 / 06/05/19
Order Type: NORMAL

ELOX

Primary AE: Van Williams
Sales Office: GPT-N
Sales Region: National

Agency
Name: AxMedia
Buying Contact:
Billing Contact:
 1251 NW Briarcliff Pkwy
 Kansas City, MO 64116

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Lynn Fitch for Attorney General
Demographic: A55+
Product Codes: Candidate - State - Other
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 168148
Agency External ID: 140343
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/19	07/28/19	9	\$605.00	\$514.25
07/29/19	08/06/19	28	\$2,290.00	\$1,946.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2019	9	\$605.00	\$514.25	30.80
August 2019	28	\$2,290.00	\$1,946.50	86.90
Totals	37	\$2,895.00	\$2,460.75	117.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Van Williams			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	ELOX	07/22/19	08/06/19	M-F 6-630a M-F 6-630a	CM	6:00 AM-6:30 AM	----1--	:30	1	\$40.00	P-03	1.40	NM	8	\$320.00
(Program: GOOD MORNING MISS CBS 6A)CS-Q3 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/22/19	07/28/19	----1--					1	\$40.00		1.40			
	Week:	07/29/19	08/04/19	11111--					5	\$40.00		1.40			
	Week:	08/05/19	08/11/19	11-----					2	\$40.00		1.40			
N 2	ELOX	07/22/19	08/05/19	CBS AM News CBS AM News	CM	6:30 AM-7:00 AM	----1--	:30	1	\$40.00	P-03	1.60	NM	4	\$160.00
(Program: CBS MORNING NEWS)CS-Q3 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/22/19	07/28/19	----1--					1	\$40.00		1.60			
	Week:	07/29/19	08/04/19	-1-1---					2	\$40.00		1.60			
	Week:	08/05/19	08/11/19	1-----					1	\$40.00		1.60			
N 3	ELOX	07/22/19	08/05/19	M-F 5p News M-F 5p News	CM	5:00 PM-5:30 PM	----1--	:30	1	\$75.00	P-03	3.20	NM	4	\$300.00
(Program: WLOX NEWS 5P CBS)CS-Q3 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/22/19	07/28/19	----1--					1	\$75.00		3.20			
	Week:	07/29/19	08/04/19	-1-1---					2	\$75.00		3.20			
	Week:	08/05/19	08/11/19	1-----					1	\$75.00		3.20			
N 4	ELOX	07/22/19	08/05/19		CM	6:30 PM-7:00 PM	----1--	:30	1	\$175.00	P-03	4.90	NM	7	\$1,225.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630p News											
				M-F 630p News											
				(Program: WLOX LOCAL NEWS 630P CBS)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	----1--					1	\$175.00		4.90			
		Week: 07/29/19	08/04/19	11111--					5	\$175.00		4.90			
		Week: 08/05/19	08/11/19	1-----					1	\$175.00		4.90			
N 5	ELOX	07/22/19	08/05/19	M-F 10p Late News	CM	10:00 PM-10:30 PM	----1--	:30	1	\$80.00	P-03	3.30	NM	7	\$560.00
				M-F 10p Late News											
				(Program: WLOX NEWS 10P CBS)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	----1--					1	\$80.00		3.30			
		Week: 07/29/19	08/04/19	11111--					5	\$80.00		3.30			
		Week: 08/05/19	08/11/19	1-----					1	\$80.00		3.30			
N 6	ELOX	07/22/19	08/03/19	Sa 6p News	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$40.00	P-03	3.40	NM	2	\$80.00
				Sa 6p News											
				(Program: WLOX NEWS SAT 6P CBS)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	-----1-					1	\$40.00		3.40			
		Week: 07/29/19	08/04/19	-----1-					1	\$40.00		3.40			
N 7	ELOX	07/22/19	08/03/19	Sa 10p Late News	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$45.00	P-03	5.00	NM	2	\$90.00
				Sa 10p Late News											
				(Program: WLOX NEWS 10P SAT CBS)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	-----1-					1	\$45.00		5.00			
		Week: 07/29/19	08/04/19	-----1-					1	\$45.00		5.00			
N 8	ELOX	07/22/19	08/04/19	Su 530p News	CM	5:30 PM-6:00 PM	-----1	:30	1	\$50.00	P-03	5.10	NM	2	\$100.00
				Su 530p News											
				(Program: WLOX NEWS 530P SUN CBS)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	-----1					1	\$50.00		5.10			
		Week: 07/29/19	08/04/19	-----1					1	\$50.00		5.10			
N 9	ELOX	07/22/19	07/28/19	Su 10p Late News 1	CM	10:00 PM-10:35 PM	-----1	:30	1	\$60.00	P-03	2.90	NM	1	\$60.00
				Su 10p Late News 1											
				(Program: WLOX NEWS 10P SUN CBS)CS-Q3 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/22/19	07/28/19	-----1					1	\$60.00		2.90			
Totals														37	\$2,895.00