

## 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**

<b>Station and Location:</b>	<b>Date:</b> 7/7/15
------------------------------	------------------------

I, Morgan Baldwin of Assoc.  
being/on behalf of: Lynn Fitch  
a legally qualified candidate of the Republican  
political party for the office of: Mississippi Treasurer  
in the Primary  
election to be held on: August 4 2015

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 insertion order					

**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, 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: Cecil Harper

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**

7/7/15  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

Accepted  
Don F. Moore  
Signature

Accepted in Part  
DON F. MOORE  
Printed Name

Rejected  
General Sales Mgr  
Title

REP HEADLINE# 7839821  
\$\$\$ APPROVED ORIGINAL REV# 0 \$\$\$

REP: TEL# 703-528-9967 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION JUL10/15 12.13  
\*\*\* ELOX-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/L FITCH/R/TRE/MS REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME MORGAN BALDWIN & ASSOCIATES BUYER NAME BOB KISH

PO BOX 905 SALES PRSN WA- RYAN GORDON (H)

TUPELO, MS 38802

ORDER # \_\_\_\_\_ CONTRACT # 7839821 CLASS: NATL. LOCAL REGIONAL

PRDCT FITCH FOR TREASURER EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL13/15 JUL22/15 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE JUL10/15 12.13

REP: NEW ORDER  
TTL \$3,015 @58X  
PLEASE CONFIRM  
THANKS! KIM FOR RYAN

CON CM LYNN FITCH FOR MISSISSIPPI TREASURER

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$3,015.00  
TOTAL SPOTS 58

ADV # \_\_\_\_\_ ADV. NAME POLI/L FITCH/R/TRE/MS .# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MORGAN BALDWIN & ASSOCIATES UYER NAME BOB KISH  
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE JUL10/15 11.34

REP: NEW ORDER  
 TTL \$3,015 @58X  
 PLEASE CONFIRM  
 THANKS! KIM FOR RYAN

CON CM LYNN FITCH FOR MISSISSIPPI TREASURER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			630A-700A	30		\$20.00	7/13	7/17	0		M-F	0
PROGRAM : MORN NEWS												
CON COM1 : MORN NEWS												
2			630A-700A	30		\$20.00	7/20	7/22	0		M-W	0
PROGRAM : MORN NEWS												
CON COM1 : MORN NEWS												
3			700A-900A	30		\$20.00	7/13	7/17	5		M-F	5
PROGRAM : THIS MORN												
CON COM1 : THIS MORN												
4			700A-900A	30		\$20.00	7/20	7/22	2		M-W	2
PROGRAM : THIS MORN												
CON COM1 : THIS MORN												

REP HEADLINE# 7839821  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9967 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL10/15 11.34  
 \*\*\* ELOX-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			900A-930A PROGRAM : HEALTHY LIVING CON COM1 : HEALTHY LIVING	30		\$20.00	7/13	7/17	5		M-F	5
4			900A-930A PROGRAM : HEALTHY LIVING CON COM1 : HEALTHY LIVING	30		\$20.00	7/20	7/22	2		M-W	2
5			1000A-1100A PROGRAM : PRICE CON COM1 : PRICE	30		\$55.00	7/13	7/17	5		M-F	5
6			1000A-1100A PROGRAM : PRICE CON COM1 : PRICE	30		\$55.00	7/20	7/22	2		M-W	2
7			200P-300P PROGRAM : DEAL CON COM1 : DEAL	30		\$40.00	7/13	7/17	5		M-F	5
8			200P-300P PROGRAM : DEAL CON COM1 : DEAL	30		\$40.00	7/20	7/22	2		M-W	2
9			400P-430P PROGRAM : JEOP CON COM1 : JEOP	30		\$25.00	7/13	7/17	5		M-F	5
10			400P-430P PROGRAM : JEOP CON COM1 : JEOP	30		\$25.00	7/20	7/22	2		M-W	2
11			530P-600P PROGRAM : EVE NEWS CON COM1 : EVE NEWS	30		\$50.00	7/13	7/17	5		M-F	5

REP: TEL# 703-528-9967 AGENCY CREDIT  
 CREDIT ADVISORY: HARRIS  
 ORDER WORKSHEET

13 HRS REP

B

REP HEADLINE# 7839821  
 \*\*\* ORIGINAL REV#0 \*\*\*

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	14		530P-600P PROGRAM : EVE NEWS CON COM1 : EVE NEWS	30		\$50.00	7/20	7/22	2		M-W	2
13	15		600P-630P PROGRAM : JEOP CON COM1 : JEOP	30		\$90.00	7/13	7/17	5		M-F	5
14	16		600P-630P PROGRAM : JEOP CON COM1 : JEOP	30		\$90.00	7/20	7/22	2		M-W	2
15	17		700A-900A PROGRAM : SAT MORN CON COM1 : SAT MORN	30		\$20.00	7/18	7/18	1		SAT	1
14	18		530P-600P PROGRAM : SAT EVE NEWS CON COM1 : SAT EVE NEWS	30		\$45.00	7/18	7/18	1		SAT	1
17	19		800A-930A PROGRAM : SUN MORN CON COM1 : SUN MORN	30		\$25.00	7/19	7/19	1		SUN	1
18	20		930A-1030A PROGRAM : FACE THE NATION CON COM1 : FACE THE NATION	30		\$20.00	7/19	7/19	1		SUN	1
19	21		500P-530P PROGRAM : SUN NEWS CON COM1 : SUN NEWS	30		\$45.00	7/19	7/19	1		SUN	1
20	22		700P-800P PROGRAM : CRIMETIME CON COM1 : CRIMETIME	30		\$170.00	7/18	7/18	1		SAT	1

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23			800P-900P	30		\$170.00	7/18	7/18	1		SAT	1
			PROGRAM : CRIMETIME CON COM1 : CRIMETIME									
24			900P-1000P	30		\$170.00	7/19	7/19	1		SUN	1
			PROGRAM : 48HRS CON COM1 : 48HRS									
25			600P-700P	30		\$250.00	7/19	7/19	1		SUN	1
			PROGRAM : 60 MINS CON COM1 : 60 MINS									
CONTRACT TOTAL \$3,015.00 TOTAL SPOTS 58												

MARKET TOTALS \$27,409 ELOX 11% WBGP 0% WXXV 0% EXXV 0% WLOX 89% FLOX 0%  
 SHARES ARE ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*

*OK*

# CONTRACT

**WLOX CBS**  
**Send All Correspondence to:**  
**208 Debuys Road**  
**Biloxi, MS 39531**  
**(228) 896-1313**

<u>Contract / Revision</u> 1349839 /		<u>Alt Order #</u> 07839821
<u>Product</u> FITCH FOR TREASURER		
<u>Contract Dates</u> 07/13/15 - 07/22/15		<u>Estimate #</u>
<u>Advertiser</u> POL/Fitch, Lynn/R/Mississippi State Treasure		<u>Original Date / Revision</u> 07/10/15 / 07/10/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> WLOXc/ELC	<u>Account Executive</u> Ryan Gordon	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> None		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Morgan Baldwin & Associates**  
**P. O. Box 905**  
**tupelo, MS 38802**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLOX	07/13/15	07/17/15	CBS THIS MORNING	7:00AM-9:00AM		:30				NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$20.00				
N 2	WLOX	07/20/15	07/22/15	CBS THIS MORNING	7:00AM-9:00AM		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$20.00				
N 3	WLOX	07/13/15	07/17/15	HEALTHY LIVING SOUTH M9:00AM-9:30AM			:30				NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$20.00				
N 4	WLOX	07/20/15	07/22/15	HEALTHY LIVING SOUTH M9:00AM-9:30AM			:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$20.00				
N 5	WLOX	07/13/15	07/17/15	Price is Right	10:00am-11:00am		:30				NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$55.00				
N 6	WLOX	07/20/15	07/22/15	Price is Right	10:00am-11:00am		:30				NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$55.00				
N 7	WLOX	07/13/15	07/17/15	Let's Make a Deal	2:00pm-3:00pm		:30				NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$40.00				
N 8	WLOX	07/20/15	07/22/15	Let's Make a Deal	2:00pm-3:00pm		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$40.00				
N 9	WLOX	07/13/15	07/17/15	Jeopardy(EF)	4:00PM-4:30PM		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$25.00				
N 10	WLOX	07/20/15	07/22/15	Jeopardy(EF)	4:00PM-4:30PM		:30				NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$25.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

**WLOX CBS**  
**Send All Correspondence to:**  
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**Biloxi, MS 39531**  
**(228) 896-1313**

<u>Contract / Revision</u> 1349839 /		<u>Alt Order #</u> 07839821
<u>Contract Dates</u> 07/13/15 - 07/22/15		<u>Product</u> FITCH FOR TREASURE
<u>Advertiser</u> POL/Fitch, Lynn/R/Missis		<u>Estimate #</u> 07/10/15 / 07/10/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WLOX	07/13/15	07/17/15	WLOX News @ 5pm	5:00pm-5:30pm		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$50.00				
N 12	WLOX	07/20/15	07/22/15	WLOX News @ 5pm	5:00pm-5:30pm		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$50.00				
N 13	WLOX	07/13/15	07/17/15	Jeopardy	6:00pm-6:30pm		:30				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	MTWTF--				5	\$90.00				
N 14	WLOX	07/20/15	07/22/15	Jeopardy	6:00pm-6:30pm		:30				NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/15	07/26/15	MTW----				2	\$90.00				
N 15	WLOX	07/18/15	07/18/15	CBS This Morning Saturday	7:00am-9:00am		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1-				1	\$20.00				
N 16	WLOX	07/18/15	07/18/15	CBS EVENING NEWS	5:00PM-6:00PM		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1-				1	\$45.00				
N 17	WLOX	07/19/15	07/19/15	Sunday Morning News	8:00am-9:30am		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1				1	\$25.00				
N 18	WLOX	07/19/15	07/19/15	Face the Nation	9:30am-10:30am		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1				1	\$20.00				
N 19	WLOX	07/19/15	07/19/15	CBS EVENING NEWS	5:00PM-6:00PM		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1				1	\$45.00				
N 20	WLOX	07/18/15	07/18/15	CRIMETIME SATURDAY	Saturday Prime		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1-				1	\$170.00				
N 21	WLOX	07/18/15	07/18/15	SAT HOUR 2	8:00PM-9:00PM		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1-				1	\$170.00				
N 22	WLOX	07/19/15	07/19/15	SUN HOUR 4	9:00PM-10:00PM		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1				1	\$170.00				
N 23	WLOX	07/19/15	07/19/15	SUN HOUR 1	6:00PM-7:00PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/13/15	07/19/15	-----1				1	\$250.00				
<b>Totals</b>												<b>58</b>	<b>\$3,015.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/01/15 - 07/22/15	58	\$3,015.00	(\$452.25)	\$2,562.75
<b>Totals</b>	<b>58</b>	<b>\$3,015.00</b>	<b>(\$452.25)</b>	<b>\$2,562.75</b>

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**WLOX CBS**  
**Send All Correspondence to:**  
**208 Debuys Road**  
**Biloxi, MS 39531**  
**(228) 896-1313**

<u>Contract / Revision</u>	<u>Alt Order #</u>
1349839 /	07839821

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/13/15 - 07/22/15	FITCH FOR TREASURE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Fitch, Lynn/R/Missis	07/10/15 / 07/10/15

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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