

*Maggie Clark*  
**MEDIA SERVICES**

139 Bent Creek Drive / Brandon, MS 39047  
Ph: (601) 992-3111 / Fax: (601) 992-4111  
[maggiec@mclarkmedia.com](mailto:maggiec@mclarkmedia.com) / [mc\\_medias@bellsouth.net](mailto:mc_medias@bellsouth.net)

***POLITICAL ADVERTISING AUTHORIZATION FOR MEDIA PLACEMENT***

I, Phil Bryant, a legally qualified candidate for the office of Governor, State of Mississippi, in the General Election to be held on Tuesday, November 3, 2015, do hereby authorize Maggie Clark Media Services, Inc., to place media advertising on behalf of my campaign.

I acknowledge that I have been provided a copy of the "Agreement Form for Political Broadcasts (PB 18)", as revised 2013, by the National Association of Broadcasters (NAB). I represent that I have authorized the announcements to be broadcast and that my voice and/or face does appear as a voluntary act.

**I represent that advance payment for the broadcast and print media schedules has been furnished by**

Friends of Phil Bryant

*(Please state name of committee, group, organization or corporation as published on the Campaign's Checking Account.)*

☒ a committee

☐ a corporation

☐ an association

☐ other incorporated group

**The Officers/Directors of such sponsor are**

Shad White, Chairman

Paul Beazeale, Treasurer

**My campaign headquarters are located at** *(candidate must provide physical address):*

415 Yazoo Street / Jackson MS 39201

In the event that application for broadcast is accepted, I agree to abide by all provisions of the Communications Act of 1934, as amended, and rules and regulations of the Federal Communications Commission (FCC) regarding such broadcasts.

I acknowledge that I have read the attached Agreement Form for Political Broadcast and understand that it, whether accepted or rejected, will remain available for public inspection for a period of two years as required by the rules of the FCC.

*Phil Bryant*

\_\_\_\_\_  
Candidate

September 11, 2015  
Date

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18, as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order, and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☐ federal ☒ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

10/6/15

Date Order Released to Station or Cable System

*Adm for McClark*

Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

*Ralph Caudill NSM*

☒ Accepted ☐ Rejected

Station or Cablecast Representative & Title

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times per Week, Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station, or Cable System Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

Buyer Maggie Clark	Order Number 453
Client FRIENDS OF PHIL BRYANT	Campaign GENERAL ELECTION
	Flight GE 2015 10/14/15-10/27/15
Station WLOX Don Moore, Political	Agency Maggie Clark Media Svcs
Address 208 DeBuys Road	Address 139 Bent Creek Drive
Biloxi, MS 39531	Brandon, MS 39047
P. O. Box 4596 / Biloxi, MS 39535	
E-mail <a href="mailto:dmoore@wlox.com">dmoore@wlox.com</a>	
Phone 228-896-1313 Fax 228-896-0729	

**POLITICAL DISCLAIMER:** The requested schedule for air-time is paid for in advance by Friends of Phil Bryant, Republican Candidate for Governor, State of Mississippi. Shad White, Chairman. Paul Breazeale, Treasurer.

**ELECTION:** The General Election will be held Tuesday, November 3, 2015.

NAB Form PB-18, Candidate for Advertising, is published on the back of order that will be Fed Ex'd.

**PAYMENT:** This order with payment in advance will be shipped to arrive by Thursday, 10/8/15.

**TRAFFIC:** Instructions with link will be emailed prior to first telecast.

**WLOX-ABC 13**

Time Period	Rate	Run Dates	Len	Sp	We	Th	Fr	Sa	Su	Mo	Tu
<b>GOOD MORNING MISSISSIPPI</b>											
Mo-Fr 5:00a- 6:00a	\$160.00	Oct14-Oct20	:30	5	1	1	1	--	--	1	1
<b>GOOD MORNING MISSISSIPPI</b>											
Mo-Fr 5:00a- 6:00a	\$160.00	Oct21-Oct27	:30	8	2	1	2	--	--	2	1
<b>GOOD MORNING MISSISSIPPI</b>											
Mo-Fr 6:00a- 7:00a	\$350.00	Oct14-Oct20	:30	10	2	2	2	--	--	2	2
<b>GOOD MORNING MISSISSIPPI</b>											
Mo-Fr 6:00a- 7:00a	\$350.00	Oct21-Oct27	:30	10	2	2	2	--	--	2	2
<b>GOOD MORNING AMERICA</b>											
Mo-Fr 7:00a- 9:00a	\$250.00	Oct14-Oct20	:30	5	1	1	1	--	--	1	1
<b>GOOD MORNING AMERICA</b>											
Mo-Fr 7:00a- 9:00a	\$250.00	Oct21-Oct27	:30	7	1	1	2	--	--	2	1
<b>KELLY AND MICHAEL</b>											
Mo-Fr 9:00a-10:00a	\$150.00	Oct14-Oct20	:30	3	1	--	1	--	--	--	1
<b>KELLY AND MICHAEL</b>											
Mo-Fr 9:00a-10:00a	\$150.00	Oct21-Oct27	:30	3	1	--	1	--	--	--	1

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Maggie Clark - 9/30/15 2:02 PM

Biloxi-Gulfport (B&C) - CMYCNO Nielsen

### WLOX-ABC 13

Time Period	Rate	Run Dates	Len	Sp	We	Th	Fr	Sa	Su	Mo	Tu		
<b>MIDDAY NEWS</b>													
Mo-Fr 11:00a-11:30a	\$125.00	Oct14-Oct20	:30	3	1	--	1	--	--	--	1	<b>4W</b>	<b>1000</b>
<b>MIDDAY NEWS</b>													
Mo-Fr 11:00a-11:30a	\$125.00	Oct21-Oct27	:30	5	1	1	1	--	--	1	1	<b>4P</b>	<b>1000</b>
<b>THE 4 O'CLOCK SHOW</b>													
Mo-Fr 4:00p- 4:30p	\$150.00	Oct14-Oct20	:30	2	--	1	--	--	--	1	--	<b>4P</b>	<b>1000</b>
<b>THE 4 O'CLOCK SHOW</b>													
Mo-Fr 4:00p- 4:30p	\$150.00	Oct21-Oct27	:30	2	--	1	--	--	--	1	--	<b>4P</b>	<b>1000</b>
<b>INSIDE EDITION</b>													
Mo-Fr 4:30p- 5:00p	\$150.00	Oct14-Oct20	:30	3	1	--	1	--	--	1	--	<b>4P</b>	<b>1000</b>
<b>INSIDE EDITION</b>													
Mo-Fr 4:30p- 5:00p	\$150.00	Oct21-Oct27	:30	3	1	--	1	--	--	1	--	<b>4P</b>	<b>1000</b>
<b>WLOX NEWS AT 5P</b>													
Mo-Fr 5:00p- 5:30p	\$500.00	Oct14-Oct20	:30	1	1	--	--	--	--	--	--	<b>5P</b>	<b>1000</b>
<b>WLOX NEWS AT 5P</b>													
Mo-Fr 5:00p- 5:30p	\$500.00	Oct21-Oct27	:30	1	1	--	--	--	--	--	--	<b>5P</b>	<b>1000</b>
<b>WLOX NEWS 6PM</b>													
Mo-Fr 6:00p- 6:30p	\$795.00	Oct14-Oct20	:30	2	--	1	--	--	--	1	--	<b>6P</b>	<b>1000</b>
<b>WLOX NEWS 6PM</b>													
Mo-Fr 6:00p- 6:30p	\$795.00	Oct21-Oct27	:30	2	--	1	--	--	--	1	--	<b>6P</b>	<b>1000</b>
<b>WHEEL OF FORTUNE</b>													
Mo-Fr 6:30p- 7:00p	\$675.00	Oct14-Oct20	:30	4	1	1	--	--	--	1	1	<b>6P</b>	<b>1000</b>
<b>WHEEL OF FORTUNE</b>													
Mo-Fr 6:30p- 7:00p	\$675.00	Oct21-Oct27	:30	4	1	1	--	--	--	1	1	<b>6P</b>	<b>1000</b>
<b>WLOX 10PM NEWS</b>													
Mo-Fr 10:00p-10:35p	\$795.00	Oct14-Oct20	:30	5	1	1	1	--	--	1	1	<b>10P</b>	<b>1000</b>
<b>WLOX 10PM NEWS</b>													
Mo-Fr 10:00p-10:35p	\$795.00	Oct21-Oct27	:30	5	1	1	1	--	--	1	1	<b>10P</b>	<b>1000</b>
<b>JIMMY KIMMEL LIVE</b>													
Mo-Fr 10:35p-11:35p	\$200.00	Oct14-Oct20	:30	2	--	1	1	--	--	--	--	<b>10P</b>	<b>1000</b>
<b>JIMMY KIMMEL LIVE</b>													
Mo-Fr 10:35p-11:35p	\$200.00	Oct21-Oct27	:30	1	--	--	1	--	--	--	--	<b>10P</b>	<b>1000</b>
<b>GOOD MORNING MISSISSIPPI WKND</b>													
Sat 6:30a- 7:00a	\$100.00	Oct17-Oct20	:30	1	--	--	--	1	--	--	--	<b>6A</b>	<b>1000</b>
<b>GOOD MORNING MISSISSIPPI WKND</b>													
Sat 6:30a- 7:00a	\$100.00	Oct24-Oct27	:30	1	--	--	--	1	--	--	--	<b>6A</b>	<b>1000</b>
<b>GOOD MORNING AMERICA SAT</b>													
Sat 7:00a- 8:00a	\$150.00	Oct17-Oct20	:30	1	--	--	--	1	--	--	--	<b>6A</b>	<b>1000</b>
<b>GOOD MORNING AMERICA SAT</b>													
Sat 7:00a- 8:00a	\$150.00	Oct24-Oct27	:30	1	--	--	--	1	--	--	--	<b>6A</b>	<b>1000</b>

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### WLOX-ABC 13

Time Period	Rate	Run Dates	Len	Sp	We	Th	Fr	Sa	Su	Mo	Tu	RTG	CPP
DMA P 35+													
<b>WLOX SAT 6P NEWS</b>													
Sat 6:00p- 6:30p	\$260.00	Oct17-Oct20	:30	1	--	--	--	1	--	--	--	100	100%
<b>WLOX SAT 6P NEWS</b>													
Sat 6:00p- 6:30p	\$260.00	Oct24-Oct27	:30	1	--	--	--	1	--	--	--	100	100%
<b>WHEEL OF FORTUNE SAT</b>													
Sat 6:30p- 7:00p	\$235.00	Oct17-Oct20	:30	1	--	--	--	1	--	--	--	100	100%
<b>WHEEL OF FORTUNE SAT</b>													
Sat 6:30p- 7:00p	\$235.00	Oct24-Oct27	:30	1	--	--	--	1	--	--	--	100	100%
<b>GOOD MORNING MS WKND SUN</b>													
Sun 6:30a- 7:00a	\$90.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	100	100%
<b>GOOD MORNING MS WKND SUN</b>													
Sun 6:30a- 7:00a	\$90.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	100	100%
<b>GOOD MORNING AMERICA SUN</b>													
Sun 7:00a- 8:00a	\$100.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	100	100%
<b>GOOD MORNING AMERICA SUN</b>													
Sun 7:00a- 8:00a	\$100.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX THIS WEEK SUN</b>													
Sun 8:30a- 9:00a	\$110.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX THIS WEEK SUN</b>													
Sun 8:30a- 9:00a	\$110.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX SUN NEWS</b>													
Sun 5:30p- 6:00p	\$250.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX SUN NEWS</b>													
Sun 5:30p- 6:00p	\$250.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX 10P SUN NEWS</b>													
Sun 10:00p-10:30p	\$795.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX 10P SUN NEWS</b>													
Sun 10:00p-10:30p	\$795.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX 1030P SUN NEWS</b>													
Sun 10:30p-11:00p	\$495.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	100	100%
<b>WLOX 1030P SUN NEWS</b>													
Sun 10:30p-11:00p	\$495.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	100	100%
<b>DANCING WITH THE STARS</b>													
Mon 7:00p- 9:00p	\$1,200.00	Oct14-Oct19	:30	2	--	--	--	--	--	2	--	100	100%
<b>DANCING WITH THE STARS</b>													
Mon 7:00p- 9:00p	\$1,200.00	Oct21-Oct26	:30	2	--	--	--	--	--	2	--	100	100%
<b>CASTLE</b>													
Mon 9:00p-10:00p	\$1,200.00	Oct14-Oct19	:30	1	--	--	--	--	--	1	--	100	100%
<b>CASTLE</b>													
Mon 9:00p-10:00p	\$1,200.00	Oct21-Oct26	:30	1	--	--	--	--	--	1	--	100	100%

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### WLOX-ABC 13

Time Period	Rate	Run Dates	Len	Sp	We	Th	Fr	Sa	Su	Mo	Tu		
THE MUPPETS/ FRESH OFF-BOAT													
Tue 7:00p- 8:00p	\$700.00	Oct14-Oct20	:30	1	--	--	--	--	--	--	1	ON	100%
THE MUPPETS/ FRESH OFF-BOAT													
Tue 7:00p- 8:00p	\$700.00	Oct21-Oct27	:30	1	--	--	--	--	--	--	1	ON	100%
MARVEL AGENTS-SHIELD													
Tue 8:00p- 9:00p	\$800.00	Oct14-Oct20	:30	1	--	--	--	--	--	--	1	ON	100%
MARVEL AGENTS-SHIELD													
Tue 8:00p- 9:00p	\$800.00	Oct21-Oct27	:30	1	--	--	--	--	--	--	1	ON	100%
BEYOND THE TANK													
Tue 9:00p-10:00p	\$900.00	Oct14-Oct20	:30	1	--	--	--	--	--	--	1	ON	100%
SHARK TANK													
Fri 8:00p- 9:00p	\$700.00	Oct16-Oct20	:30	1	--	--	1	--	--	--	--	ON	100%
SHARK TANK													
Fri 8:00p- 9:00p	\$700.00	Oct23-Oct27	:30	1	--	--	1	--	--	--	--	ON	100%
AMERICA'S FUNNIEST VIDEOS													
Sun 6:00p- 7:00p	\$700.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	ON	100%
AMERICA'S FUNNIEST VIDEOS													
Sun 6:00p- 7:00p	\$700.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	ON	100%
QUANTICO													
Sun 9:00p-10:00p	\$800.00	Oct18-Oct20	:30	1	--	--	--	--	1	--	--	ON	100%
QUANTICO													
Sun 9:00p-10:00p	\$800.00	Oct25-Oct27	:30	1	--	--	--	--	1	--	--	ON	100%

WLOX Totals	\$54,280.00	133											
Monthly	Oct 2015												
Gross Cost	\$54,280.00												
Net Cost	\$46,138.00												

MGs must air w/n specified Time Periods and Flight Dates & must be of equal or greater in value of GRP estimates. MGs must be approved in advance by agency.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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# CONTRACT

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

wlox.com

And:

**Maggie Clark Media Services**  
**Attention: Maggie Clark**  
**139 Bent Creek Drive**  
**Brandon, MS 39047**

<u>Contract / Revision</u> 1390701 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/14/15 - 10/27/15		<u>Estimate #</u>
<u>Advertiser</u> POL/Bryant, Phil/R/Governor		<u>Original Date / Revision</u> 10/06/15 / 10/07/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLOX	<u>Account Executive</u> Don Moore/House	<u>Sales Office</u> WLOX
<u>Special Handling</u> None		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLOX	10/14/15	10/27/15	Good Morning Mississippi M-15a-6a			:30				NM	13	\$2,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/12/15	10/18/15	--WTF--				3	\$160.00				
	Week:	10/19/15	10/25/15	MTWTF--				7	\$160.00				
	Week:	10/26/15	11/01/15	MT-----				3	\$160.00				
N 2	WLOX	10/14/15	10/27/15	Good Morning Mississippi M-6a-7a			:30				NM	20	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/12/15	10/18/15	--WTF--				6	\$350.00				
	Week:	10/19/15	10/25/15	MTWTF--				10	\$350.00				
	Week:	10/26/15	11/01/15	MT-----				4	\$350.00				
N 3	WLOX	10/14/15	10/27/15	Good Morning America M-F 7a-9a			:30				NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/12/15	10/18/15	--WTF--				3	\$250.00				
	Week:	10/19/15	10/25/15	MTWTF--				6	\$250.00				
	Week:	10/26/15	11/01/15	MT-----				3	\$250.00				
N 4	WLOX	10/14/15	10/27/15	Live with Kelly & Michael 9am-10am			:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/12/15	10/18/15	--W-F--				2	\$150.00				
	Week:	10/19/15	10/25/15	-TW-F--				3	\$150.00				
	Week:	10/26/15	11/01/15	-T-----				1	\$150.00				
N 5	WLOX	10/14/15	10/27/15	Midday 11a-1130a			:30				NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/12/15	10/18/15	--W-F--				2	\$125.00				
	Week:	10/19/15	10/25/15	-TWTF--				4	\$125.00				
	Week:	10/26/15	11/01/15	MT-----				2	\$125.00				
N 6	WLOX	10/14/15	10/27/15	4 O'clock Show 4p-430p			:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/12/15	10/18/15	---T---				1	\$150.00				
	Week:	10/19/15	10/25/15	M--T---				2	\$150.00				
	Week:	10/26/15	11/01/15	M-----				1	\$150.00				
N 7	WLOX	10/14/15	10/27/15	Inside Edition M-F 430p-5p			:30				NM	6	\$900.00

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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**

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

wlox.com

<u>Contract / Revision</u> 1390701 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/14/15 - 10/27/15	<u>Product</u>	<u>Estimate #</u>
<u>Advertiser</u> POL/Bryant, Phil/R/Gover		<u>Original Date / Revision</u> 10/06/15 / 10/07/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	--W-F--				2	\$150.00				
Week:		10/19/15	10/25/15	M-W-F--				3	\$150.00				
Week:		10/26/15	11/01/15	M-----				1	\$150.00				
N 8	WLOX	10/14/15	10/27/15	WLOX News 5p	5p-530p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	--W----				1	\$500.00				
Week:		10/19/15	10/25/15	--W----				1	\$500.00				
Week:		10/26/15	11/01/15	-----				0	\$500.00				
N 9	WLOX	10/14/15	10/27/15	WLOX News 6p	6p-630p		:30				NM	4	\$3,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	---T---				1	\$795.00				
Week:		10/19/15	10/25/15	M--T---				2	\$795.00				
Week:		10/26/15	11/01/15	M-----				1	\$795.00				
N 10	WLOX	10/14/15	10/27/15	Wheel of Fortune M-F	630p-7p		:30				NM	8	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	--WT---				2	\$675.00				
Week:		10/19/15	10/25/15	MTWT---				4	\$675.00				
Week:		10/26/15	11/01/15	MT-----				2	\$675.00				
N 11	WLOX	10/14/15	10/27/15	WLOX News M-F 10-1035P	10p-1035p		:30				NM	10	\$7,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	--WTF--				3	\$795.00				
Week:		10/19/15	10/25/15	MTWTF--				5	\$795.00				
Week:		10/26/15	11/01/15	MT-----				2	\$795.00				
N 12	WLOX	10/14/15	10/27/15	Jimmy Kimmel Show	10:35PM-11:35PM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	---TF--				2	\$200.00				
Week:		10/19/15	10/25/15	----F--				1	\$200.00				
Week:		10/26/15	11/01/15	-----				0	\$200.00				
N 13	WLOX	10/14/15	10/27/15	GMM WEEKEND SA 630AM-7:00AM			:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S-				1	\$100.00				
Week:		10/19/15	10/25/15	-----S-				1	\$100.00				
Week:		10/26/15	11/01/15	-----				0	\$0.00				
N 14	WLOX	10/14/15	10/27/15	GOOD MORNING AMERICA GMA Saturday			:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S-				1	\$150.00				
Week:		10/19/15	10/25/15	-----S-				1	\$150.00				
Week:		10/26/15	11/01/15	-----				0	\$150.00				
N 15	WLOX	10/14/15	10/25/15	WLOX News Sa	600PM-630PM		:30				NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S-				1	\$260.00				
Week:		10/19/15	10/25/15	-----S-				1	\$260.00				
N 16	WLOX	10/14/15	10/25/15	Wheel of Fortune Sa	630p-7p		:30				NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S-				1	\$235.00				
Week:		10/19/15	10/25/15	-----S-				1	\$235.00				
N 17	WLOX	10/14/15	10/27/15	GMM WEEKEND SU 630AM-7:00AM			:30				NM	2	\$180.00

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

wlox.com

Contract / Revision 1390701 /		Alt Order #
Contract Dates 10/14/15 - 10/27/15	Product	Estimate #
Advertiser POL/Bryant, Phil/R/Gover		Original Date / Revision 10/06/15 / 10/07/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$90.00				
Week:		10/19/15	10/25/15	-----S				1	\$90.00				
Week:		10/26/15	11/01/15	-----				0	\$90.00				
N 18	WLOX	10/14/15	10/27/15	GOOD MORNING AMERICA	GMA Sunday		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$100.00				
Week:		10/19/15	10/25/15	-----S				1	\$100.00				
Week:		10/26/15	11/01/15	-----				0	\$100.00				
N 19	WLOX	10/14/15	10/27/15	WLOX NEWS THIS WEEK	8:30AM-9:00AM		:30				NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$110.00				
Week:		10/19/15	10/25/15	-----S				1	\$110.00				
Week:		10/26/15	11/01/15	-----				0	\$100.00				
N 20	WLOX	10/14/15	10/27/15	WLOX News Su 530p	530p-6p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$250.00				
Week:		10/19/15	10/25/15	-----S				1	\$250.00				
Week:		10/26/15	11/01/15	-----				0	\$100.00				
N 21	WLOX	10/14/15	10/27/15	WLOX NEWS SUN 1	10-1030P		:30				NM	2	\$1,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$795.00				
Week:		10/19/15	10/25/15	-----S				1	\$795.00				
Week:		10/26/15	11/01/15	-----				0	\$100.00				
N 22	WLOX	10/14/15	10/25/15	WLOX NEWS SUN 2	1030-11P		:30				NM	2	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$495.00				
Week:		10/19/15	10/25/15	-----S				1	\$495.00				
N 23	WLOX	10/14/15	10/27/15	ABC Mon Prime	7-9pm		:30				NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----				0	\$1,200.00				
Week:		10/19/15	10/25/15	M-----				2	\$1,200.00				
Week:		10/26/15	11/01/15	M-----				2	\$1,200.00				
N 24	WLOX	10/14/15	10/27/15	ABC Mon Prime	7-9pm		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----				0	\$1,200.00				
Week:		10/19/15	10/25/15	M-----				1	\$1,200.00				
Week:		10/26/15	11/01/15	M-----				1	\$1,200.00				
N 25	WLOX	10/14/15	10/27/15	ABC Tue Prime	7p-8p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----				0	\$700.00				
Week:		10/19/15	10/25/15	-T-----				1	\$700.00				
Week:		10/26/15	11/01/15	-T-----				1	\$700.00				
N 26	WLOX	10/14/15	10/27/15	ABC Tue Prime	8p-9p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----				0	\$700.00				
Week:		10/19/15	10/25/15	-T-----				1	\$800.00				
Week:		10/26/15	11/01/15	-T-----				1	\$800.00				

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wlox.com

Contract / Revision	Alt Order #
1390701 /	

Contract Dates	Product	Estimate #
10/14/15 - 10/27/15		

Advertiser	Original Date / Revision
POL/Bryant, Phil/R/Gover	10/06/15 / 10/07/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 27	WLOX	10/19/15	10/25/15	ABC Tue Prime	9p-10p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/19/15	10/25/15	-T-----				1	\$900.00				
N 28	WLOX	10/14/15	10/27/15	ABC Fri Prime	8p-9p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	----F--				1	\$700.00				
Week:		10/19/15	10/25/15	----F--				1	\$700.00				
Week:		10/26/15	11/01/15	-----				0	\$700.00				
N 29	WLOX	10/14/15	10/27/15	ABC Sun Prime	6p-7p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$700.00				
Week:		10/19/15	10/25/15	-----S				1	\$700.00				
Week:		10/26/15	11/01/15	-----				0	\$700.00				
N 30	WLOX	10/14/15	10/27/15	ABC Sun Prime	9p-10p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/12/15	10/18/15	-----S				1	\$800.00				
Week:		10/19/15	10/25/15	-----S				1	\$800.00				
Week:		10/26/15	11/01/15	-----				0	\$800.00				
<b>Totals</b>												<b>133</b>	<b>\$54,280.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/15 - 10/25/15	108	\$42,115.00	(\$6,317.25)	\$35,797.75
10/26/15 - 10/27/15	25	\$12,165.00	(\$1,824.75)	\$10,340.25
<b>Totals</b>	<b>133</b>	<b>\$54,280.00</b>	<b>(\$8,142.00)</b>	<b>\$46,138.00</b>

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

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