

## 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> WXXV Biloxi, ms	<b>Date:</b> 7.30.15
---	-------------------------

I, Kerry Stoddard

being/on behalf of: Sean Tindell

a legally qualified candidate of the Republican

political party for the office of: State Senate, 49

in the Primary

election to be held on: 8/4/15

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**

Gross: 2908

Net: 2471.80

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

Committee to Elect Sean T. Kelly

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:

John Kelly

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**

7/30/15

Date

[Signature]

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]  
Signature

JALEE SMOTHERS  
Printed Name

NSM  
Title

THE  
PRIME  
TIME  
AGENCY, LLC

July 30, 2015

To: Jalee Smothers  
WXXV  
Fr: Ted Riemann  
The Prime Time Agency, LLC  
Re: Sean Tindell – August 2015

**BROADCAST ORDER**

Media: WXXV  
Air Dates: July 31 – August 4  
Client: Sean Tindell  
Spot Length: :30 second  
# Spots: 41

**TOTAL COST**

(gross) \$2,908.00  
(net) \$2,471.80

**Traffic Instructions**

**July 31 through August 4**

Air 100%

Title: "Our Senator... Working For Us "

Code: OSWT15



Proposal ID: 1251  
 Schedule Date: 7/31/2015 - 8/3/2015  
 Advertiser: SEAN TINDELL  
 Product: POLITICAL  
 Agency: PRIME TIME GROUP  
 Buyer: TED REIMANN  
 Spot Length(s): :30  
 Book: 04/23/2015-05/20/2015  
 Author: Jalee Smothers

Acct. Exec: Jalee Smothers  
 Phone #: 228-326-8338  
 Email: jsmothers@wxxv25.com  
 Web Site: www.wxxv25.com

Morris Network, Inc of Mississippi and its stations do not discriminate in advertising contracts on the basis of race or gender. 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.

Flight Dates: 7/31/2015-8/3/2015

Program Time	Spot Length	JL	AU	RT-P35-64 D.RTG RTG	Wks	Rate Spots
<b>WXXV</b>						
FAMILY FEUD	:30	1	1	*2.0	2	\$60.00
GRPs/Impressions				4		2
CPP/CPM				\$30.00		
Mo-Fr 5:00p-5:30p						
THE BIG BANG THEORY	:30	1	1	*2.5	2	\$65.00
GRPs/Impressions				5		2
CPP/CPM				\$26.00		
Mo-Fr 6:00p-6:30p						
Prime Rotator	:30	1	1	5.1	2	\$400.00
GRPs/Impressions				10.2		2
CPP/CPM				\$78.43		
Mo-Fr 7:00p-9:00p				Book: Mar/2015LP		
<b>DXXV</b>						
NEWS 25 EARLY EDITION	:30	1	1	1.6	2	\$100.00
GRPs/Impressions				3.2		2
CPP/CPM				\$62.50		
Mo-Fr 5:30p-6:00p				Book: Mar/2015LP		
NIGHTLY NEWS	:30	1	1	1.6	2	\$105.00
GRPs/Impressions				3.2		2
CPP/CPM				\$65.63		
Mo-Fr 6:00p-6:30p						
NBC PRIME ROTATOR	:30	2	2	4.6	2	\$332.00
GRPs/Impressions				18.4		4
CPP/CPM				\$72.17		
Mo-Fr 7:00p-10:00p				Book: Mar/2015LP		
TONIGHT SHOW W/ JIMMY FALLON	:30	1	1	2.4	2	\$60.00
GRPs/Impressions				4.8		2
CPP/CPM				\$25.00		
Mo-Fr 10:35p-11:35p				Book: Mar/2015LP		

**Total Cost: \$2,908.00**  
**Agency Commission @ 15% \$436.20**  
**Net Cost: \$2,471.80**

General Summary ( RT-P35-64 D.RTG )

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM
WXXV	6	\$1,050.00	19.2	16	\$54.69	\$65.63
DXXV	10	\$1,858.00	29.6	25	\$62.77	\$74.32
Biloxi-Gulfport-Rent	16	\$2,908.00	48.8	41	\$59.59	\$70.93

Note: Asterisk (\*) Indicates manual adjustment of estimate.

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7/30/2015 12:20:05 PM

Household Data © Rentrak. For information about Rentrak thresholds, please contact your Rentrak account representative.

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*K. A. Hodder*



WXXV-TV  
P.O. Box 2500  
Gulfport, MS 39505

GULFPORT BLDG# PASADENA 4

The Prime Time Agency, LLC  
1313 25th Avenue  
Gulfport, MS 39501

**Contract # 144689**  
Schedule Dates 07/31/15-08/03/15  
Advertiser Pol - Sean Tindell (13549)  
Agency The Prime Time Agency, LLC (1765)  
Product Political (1176)  
Brand Political (2689)  
Salesperson Smothers, Jalee (1087)  
Sales Office WXXV-TV  
Buyer Name /  
Phone/Fax /  
CPE N/A  
Account Types Local/Political  
Billing Type Standard  
Comments Tindell add 7:31-8:3 \$2908

Date Entered 07/30/15  
Last Modified 07/30/15  
Entered By Jalee Smothers  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$436.20  
Net Total \$2,471.80  
Sales Tax

Gulfport (WXXV)		Spots	Rate
By Broadcast Month	Aug. 2015	8	\$1,050.00
Grand Total:		8	\$1,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	No	Tu	We	Th	F	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/31/15-08/03/15	5	:30	5P-6P (CST)	1	1				1			2	\$60.00	\$120.00	Gulfport (WXXV)		7/30/15
2.0	Normal Line / SPOT	07/31/15-08/03/15	5	:30	6P-7P (CST)	1	1				1			2	\$65.00	\$130.00	Gulfport (WXXV)		7/30/15
3.0	Revised Line / SPOT	07/31/15-08/03/15	3	:30	7P-9P (CST)	1	1				1			2	\$200.00	\$800.00	Gulfport (WXXV)		7/30/15
3.1	Normal Line / SPOT	07/31/15-08/03/15	3	:30	7P-9P (CST)	2	2				2			4	\$200.00	\$800.00	Gulfport (WXXV)		7/30/15

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

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DXXV  
P.O. Box 2500  
Gulfport, MS 39505

The Prime Time Agency, LLC  
1313 25th Avenue  
Gulfport, MS 39501

**Contract # 144689**  
 Schedule Dates: 07/31/15-08/03/15  
 Advertiser: Pol - Sean Tindell (13549)  
 Agency: The Prime Time Agency, LLC (1765)  
 Product: Political (1176)  
 Brand: Political (2689)  
 Salesperson: Smothers, Jalee (1087)  
 Sales Office: WXXV-TV  
 Buyer Name: /  
 Phone/Fax: /  
 CPE: N/A  
 Account Types: Local/Political  
 Billing Type: Standard  
 Comments: Tindell add 7:31-8:3 \$2908

Date Entered: 07/30/15  
 Last Modified: 07/30/15  
 Entered By: Jalee Smothers  
 CO-OP: No  
 Headline #:  
 Demo:  
 Order Type: Normal  
 Package Deal:  
 Commission %: 15.00  
 Commission: \$436.20  
 Net Total: \$2,471.80  
 Sales Tax:

By Broadcast Month	Spots	Rate
Aug. 2015	10	\$1,858.00
<b>Grand Total:</b>	<b>10</b>	<b>\$1,858.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
4.0	Normal Line / SPOT	07/31/15-08/03/15	3	:30	7P-10P (CST)	2					2			4	\$332.00	\$1,328.00	WXXV-NBC (DXXV)		7/30/15
5.0	Normal Line / SPOT	07/31/15-08/03/15	3	:30	10:34P- The Tonight Show Starting Jimmy Fallon	1					1			2	\$60.00	\$120.00	WXXV-NBC (DXXV)		7/30/15
6.0	Normal Line / SPOT	07/31/15-08/03/15	5	:30	5:30P- News 25 (530p)	1					1			2	\$100.00	\$200.00	WXXV-NBC (DXXV)		7/30/15
7.0	Normal Line / SPOT	07/31/15-08/03/15	5	:30	6P- NBC Nightly News	1					1			2	\$105.00	\$210.00	WXXV-NBC (DXXV)		7/30/15

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_

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