

## 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> <u>WXXV Biloxi, ms</u>	<b>Date:</b> <u>7.30.15</u>
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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	2 Hatched			

Attach proposed schedule with charges (if available):

Gross: <sup>1</sup> 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

K. C. [Signature]

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

Jalee Smothers

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 31	AU 3	RT-P35-64 D.RTG RTG	Wk s	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.

Prepared with WO Media Sales - Version 6.7.11GA7 - © WideOrbit Inc.

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

7/30/2015 12:20:05 PM

Page 1 of 1

*K. C. Hodges*



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

GULFPORT BILLOM PASADUE

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

N/A

## 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

Normal

## Order Type

Normal

## Package Deal

## Commission %

15.00

## Commission

\$436.20

## Net Total

\$2,471.80

## Sales Tax

## Gulfport (WXXV)

### By Broadcast Month

Spots	Rate
Aug. 2015	\$1,050.00
<b>Grand Total:</b>	<b>\$1,050.00</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
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						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:

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. 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. Station assumes no liability for errors or omissions in advertising copy or artwork. Station assumes no liability for return of goods or materials. Station assumes no liability for damage to or loss of property. Station assumes no liability for injury to persons or property. Station assumes no liability for any other claims or damages. Station assumes no liability for any other claims or damages. Station assumes no liability for any other claims or damages.



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, Jalae (1087)  
Sales Office WXXV-TV  
Buyer Name /  
Phone/Fax N/A  
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 Jalae Smothers  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$436.20  
Net Total \$2,471.80  
Sales Tax

WXXV-NBC (DXXV)  
By Broadcast Month Spots Rate  
Aug. 2015 10 \$1,858.00  
Grand Total: 10 \$1,858.00

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 (CS1)	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 Starring 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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