

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Buying Time Media, LLC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mike Espy

Authorized committee:

Espy for Senate

Agency requesting time (and contact information):

☐ N/A 650 Massachusetts Ave. Suite 210 N.W. Washington D.C. 20001

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Mississippi United States Senate

Date of election:

November 3, 2020



General



Primary

Treasurer of candidate's authorized committee:

Joseph O'Hem

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency

Station Representative

Signature:

Cathie Herrick

Signature:

Beth Ballard

Name: Cathie Herrick

Name:

Beth Ballard

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell-Time: 10-8-2020

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:



Name: Joseph O'Hern

Date: 8/28/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒ Yes☐ No

Date ad received:

10-8-2020

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):

☐ Yes☐ No☐ N/A

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

☐

Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

Station Call Letters:

WKCU-Am

Date Received/Requested:

10-8-20

Est. #:

Station Location:

Corinth, MS

Run Start and End Dates:

10-9-20 - 11-2-2020

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

Supertalk MS WXRZ-WKCU
1241 Cliff Gookin Blvd.
Tupelo, MS 38801 U.S.

Client: **Espy For Senate**
Order #: **2641-00004**
Description: WKCU Espy For Senate
Date Entered: 10/8/2020
P.O.#: 10069
Salesperson: Dyess, Beth
Invoice Frequency: Billed at end of Media/EOS (Invoice will NOT be printed)

MEDIA FINANCIAL SERVICES
1675 PALM BEACH LAKES BLVD
SUITE 1000
WEST PALM BEACH, FL 33401

Statement Group: Supertalk MS WXRZ-WKCU
Receivables Group: Political
Sales Commission: 7 % Collections
A/R Account: Political WKCU-AM
Order Discount: <None>
Agency Discount: Agency Discount - Standard 15%
Default Primary Product Code: Political Senate
Secondary Product Code: <unassigned>
Last Modified: 10/8/2020
Modified 2 times
OrderType: Per Spot

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 10/9/2020	11/2/2020	WKCU-AM	06:00:00 to 19:00:00	CUSTOM	1:00	225	7.06	1588.50	Y	Y	Y	Y	Y	Y	Y
Copy: <Unassigned>															
10/9/2020	10/11/2020					27	7.06	190.62	0	0	0	0	9	9	9
10/12/2020	10/18/2020					63	7.06	444.78	9	9	9	9	9	9	9
10/19/2020	10/25/2020					63	7.06	444.78	9	9	9	9	9	9	9
10/26/2020	11/1/2020					63	7.06	444.78	9	9	9	9	9	9	9
11/2/2020	11/2/2020					9	7.06	63.54	9	0	0	0	0	0	0

Station Totals:

Station	Spot Count	Gross Billing	Combined Disc.	Net Billing
WKCU-AM	225	\$1,588.50	\$238.28	\$1,350.22

Order Start Date: 10/9/2020	Order End Date: 11/2/2020	Spots: 225	Total Charges:	\$1,588.50
			Combined Discounts:	\$238.28
			Total Net:	\$1,350.22

Projected Media Month/End-Of-Schedule Billing Totals for Espy For Senate / 2641-00004 :

		<u>Spot Count</u>	<u>Gross Billing</u>	<u>Combined Disc.</u>	<u>Net Billing</u>
October	2020	153	\$1,080.18	\$162.03	\$918.15
November	2020	72	\$508.32	\$76.25	\$432.07
Total:		225	\$1,588.50	\$238.28	\$1,350.22

Confirmed & Accepted for Supertalk MS WXRZ-WKCU By:

Accepted for MEDIA FINANCIAL SERVICES By:

Please Sign and Return One Copy