

## 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

Station and Location:

Date:

WBRZ - Baton Rouge

10/2/15

I, Hailey Elias,

being/on behalf of: Chris Loar,

a legally qualified candidate of the Republican

political party for the office of: Parish President - Ascension Parish

in the general Primary

election to be held on: 10/24/15

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	varies	10/12 - 10/18			

Attach proposed schedule with charges (if available):

\$

7,900

gross

/ \$6,715 net

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

Chris Loar for Parish President

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:

Chris Loar

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***

9/28/15

Date

  
Signature

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

☒ Accepted

☐ Accepted in Part

☐ Rejected

Denise Robichaux  
Signature

Denise Robichaux  
Printed Name

Director of Sales  
Title



Political Client  
Information Request Form

Candidate Name: Chris Loar

Official Campaign Name: Chris Loar for Parish President

Address: 18462 Van Broussard Rd.

City, State & Zip Code: Prairieville, LA 70769

Campaign Phone: 225-241-3901

Campaign Fax: 225-372-7493

Campaign Contact Person: Scott Hobbs

Campaign Treasurer: Chris Loar





WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MENTZER MEDIA SERVICES  
210 W PENNSYLVANIA AVE  
STE 250  
TOWNSON, MD 21204

# Contract # 19748

Schedule Dates 10/12/15-10/18/15  
Advertiser CHRIS LOAR/PARISH PRESIDENT/R (3742)  
Agency MENTZER MEDIA SERVICES (1260)  
Product Political- Candidates ( no conflicts) (1070)  
Brand 2490 (12097)  
Salesperson Eagle, Philadelphia (1050)  
Sales Office WBRZ sales  
Buyer Name Russo,Mia  
Phone/Fax /  
CPE 239/267/2490  
Account Types National/Political  
Billing Type Standard  
Comments LOAR/PARISH PRES/R

Date Entered 10/02/15  
Last Modified 10/06/15  
Entered By Tracy Ritchie  
CO-OP No  
Headline # ECR08321834  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,185.00  
Net Total \$6,715.00  
Sales Tax

ABC (WBRZ)  
By Broadcast Month Spots Rate  
Oct. 2015 39 \$7,900.00  
Grand Total: 39 \$7,900.00

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
1.0	Normal Line / SPOT	10/13/15-10/13/15	2	:30	5A- 6A (CST)	1		X						1	\$125.00	\$125.00	ABC (WBRZ)	2Lune In Early Morning News	10/2/15
2.0	Normal Line / SPOT	10/15/15-10/15/15	2	:30	5A- 6A (CST)	1				X				1	\$125.00	\$125.00	ABC (WBRZ)	2Lune In Early Morning News	10/2/15
3.0	Normal Line / SPOT	10/12/15-10/12/15	2	:30	6A- 7A (CST)	1	X							1	\$275.00	\$275.00	ABC (WBRZ)	2Lune In Early Morning News	10/2/15
4.0	Normal Line / SPOT	10/14/15-10/14/15	2	:30	6A- 7A (CST)	1			X					1	\$275.00	\$275.00	ABC (WBRZ)	2Lune In Early Morning News	10/2/15
5.0	Normal Line / SPOT	10/12/15-10/12/15	2	:30	4:57P- News 2 at 5pm	1	X							1	\$350.00	\$350.00	ABC (WBRZ)	News 2 Louisiana At Five	10/2/15
6.0	Normal Line / SPOT	10/14/15-10/14/15	2	:30	4:57P- News 2 at 5pm	1			X					1	\$350.00	\$350.00	ABC (WBRZ)	News 2 Louisiana At Five	10/2/15
7.0	Normal Line / SPOT	10/16/15-10/16/15	2	:30	4:57P- News 2 at 5pm	1					X			1	\$350.00	\$350.00	ABC (WBRZ)	News 2 Louisiana At Five	10/2/15
8.0	Normal Line / SPOT	10/18/15-10/18/15	3	:30	9:59P- News 2 at 10pm Sunday	1						X		1	\$400.00	\$400.00	ABC (WBRZ)	News 2 Louisiana At 10P	10/2/15
9.0	Normal Line / SPOT	10/12/15-10/16/15	2	:30	5A- 6A (CST)	1		1					1	3	\$125.00	\$375.00	ABC (WBRZ)		10/6/15
10.0	Normal Line / SPOT	10/13/15-10/16/15	2	:30	6A- 7A (CST)	1		1				1		3	\$275.00	\$825.00	ABC (WBRZ)		10/6/15
11.0	Normal Line / SPOT	10/13/15-10/15/15	2	:30	4:57P- News 2 at 5pm	1		1						2	\$350.00	\$700.00	ABC (WBRZ)		10/6/15
12.0	Normal Line / SPOT	10/12/15-10/15/15	2	:30	7A- Good Morning America - HD	1	1	1	1	1				4	\$300.00	\$1,200.00	ABC (WBRZ)		10/6/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MENTZER MEDIA SERVICES  
210 W PENNSYLVANIA AVE  
STE 250  
TOWNSON, MD 21204

# Contract # 19748

Schedule Dates 10/12/15-10/18/15  
Advertiser CHRIS LOAR/PARISH PRESIDENT/R (3742)  
Agency MENTZER MEDIA SERVICES (1260)  
Product Political- Candidates ( no conflicts) (1070)  
Brand 2490 (12097)  
Salesperson Eagle, Philadelphia (1050)  
Sales Office WBRZ sales  
Buyer Name Russo, Mia  
Phone/Fax /  
CPE 239/267/2490  
Account Types National/Political  
Billing Type Standard  
Comments LOAR/PARISH PRES/R

Date Entered 10/02/15  
Last Modified 10/06/15  
Entered By Tracy Ritchie  
CO-OP No  
Headline # ECR08321834  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,185.00  
Net Total \$6,715.00  
Sales Tax

ABC (WBRZ)  
By Broadcast Month Spots Rate  
Oct. 2015 39 \$7,900.00  
Grand Total: 39 \$7,900.00

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
13.0	Normal Line / SPOT	10/12/15-10/16/15	2	:30	12P- News 2 at Noon	1	1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBRZ)		10/6/15
14.0	Normal Line / SPOT	10/12/15-10/16/15	3	:30	4P- News 2 at 4pm	1	1	1	1	1	1			5	\$100.00	\$500.00	ABC (WBRZ)		10/6/15
15.0	Normal Line / SPOT	10/12/15-10/16/15	3	:30	4:28P- Jeopardy - HD	1	1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBRZ)		10/6/15
16.0	Normal Line / SPOT	10/17/15-10/17/15	2	:30	7A- Good Morning America Saturday - HD							1		1	\$100.00	\$100.00	ABC (WBRZ)		10/6/15
17.0	Normal Line / SPOT	10/17/15-10/17/15	3	:30	5:58P- News 2 at 6pm Saturday							1		1	\$150.00	\$150.00	ABC (WBRZ)		10/6/15
18.0	Normal Line / SPOT	10/18/15-10/18/15	3	:30	5:28P- News 2 at 5:30pm Sunday								1	1	\$150.00	\$150.00	ABC (WBRZ)		10/6/15
19.0	Normal Line / SPOT	10/17/15-10/17/15	3	:30	10:29P- News 2 at 10pm Saturday							1		1	\$150.00	\$150.00	ABC (WBRZ)		10/6/15

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: