



WDEF  
3300 Broad Street  
Chattanooga, TN 37408

Vertical Media Group  
P. O. Box 993  
Athens, TN 37371

**Contract # 278855**

**Schedule Dates** 03/04/24-03/04/24  
**Advertiser** POL - Shari Tayloe (20582)  
**Agency** Vertical Media Group (4160)  
**Product** Political Candidate (2201)  
**Brand** Political (36027)  
**Salesperson** House, WDEF (1160)  
**Sales Office** WDEF-TV  
**Buyer Name** Cordell, Nancy  
**Phone/Fax** (423) 802-7646 /  
**CPE** N/A  
**Account Types** Regional/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 03/01/24  
**Last Modified** 03/01/24  
**Entered By** Jeff Camp  
**CO-OP** No  
**External #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$22.50  
**Net Total** \$127.50  
**Sales Tax**

**WDEF (WDEF)**

**By Broadcast Month**  
 Mar. 2024 1 \$150.00  
 Grand Total: 1 \$150.00

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	03/04/24-03/04/24	4	:30	9:00-10:01P- NCIS	1	X							1	\$150.00	\$150.00	WDEF (WDEF)		3/1/24

**CONFIRMATION CONTRACT**

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

WDEF-TV, Inc. and its station[s] 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.



Shari Tayloe for DA

Book: January 2024 LivePlus

Market: CHATTANOOGA [84]  
 Station: WDEF  
 Schedule Date: 3/4/2024 - 3/4/2024  
 Spot Length(s): :30  
 Book: Jan/2024LP  
 Report: Planner  
 Author: Jess Raby

Acct. Exec: Jess Raby  
 Phone #: 423-785-1208  
 Email: jraby@wdef.com  
 Web Site: WDEF.COM

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Flight Dates: 3/4/2024-3/4/2024

Program Time	Spot Length	MR	DMA HH	Wks	Rate Spots
		4	000		
<b>WDEF</b>					
NCIS	:30	1	10.9	1	\$150.00
GRPs/Impressions			10.9		1
CPP/CPM			\$13.76		
Mon 9:00p-10:00p					
<b>WDEF Totals</b>		1			<b>\$150.00</b>
	<b>GRP/(000)</b>		10.9	<b>Spts:</b>	<b>1</b>
	<b>CPP/CPM:</b>		\$13.76		
	<b>Reach:</b>		2.7		
	<b>Frequency:</b>		1.0		

*Nancy Cordell*

**Total Cost: \$150.00**      Signature \_\_\_\_\_

General Summary ( DMA HH D.000 )					
Description	Spots	Cost	GRPs	Impressions (000)	CPM
WDEF	1	\$150.00	2.7	10.9	\$13.76

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Ethan White, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE**

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Candidate name: Shari Tayloe	
Authorized committee: Campaign to Elect Shari Tayloe	
Agency requesting time (and contact information): <input type="checkbox"/> N/A Vertical Media Group, Nancy Cordell, 428.650.8347, nancy@verticalmediagr.com	
Candidate's political party: Republican	
Office sought (no acronyms or abbreviations): District Attorney	
Date of election: March 5th 2024	<input type="checkbox"/> General <input checked="" type="checkbox"/> Primary
Treasurer of candidate's authorized committee: Jerry Estes	
<p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input checked="" type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(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).</p> <p><b>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</b></p>	

Candidate/Committee/Agency	Station Representative
Signature:	Signature:
Name: Ethan White	Name: Jess Raley
Date of Request to Purchase Ad Time: 2/8/24	Date of Station Agreement to Sell Time: 3-1-24

**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:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 3-1-24

**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 #: <u>278855</u>	Station Call Letters: <u>WDEF</u>	Date Received/Requested: <u>3-1-24</u>
Est. #:	Station Location: <u>Chattanooga</u>	Run Start and End Dates: <u>3-4-24</u>

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.

## Transaction Successful

### Transaction Receipt

<b>Merchant:</b>	WDEF-TV - (Chattanooga, TN)
<b>Date/Time:</b>	03/01/2024 12:54:04 PM EST
<b>Transaction ID:</b>	9269985438
<b>Transaction Type:</b>	Card Sale
<b>Entry Method:</b>	Keyed
<b>Amount:</b>	\$131.31

### Credit Card Information

<b>CC Type:</b>	American Express
<b>CC Number:</b>	*****2010
<b>Auth. Code:</b>	204488
<b>Processor:</b>	Primary Merchant Account

### Billing Information

Lacey Starkey  
Vertical Media Group  
US

### Shipping Information

lacey@verticalmediagr.com  
US

### Order Information

<b>Order ID:</b>	Contract 278855 prepay Shari Tayloe
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