

BROADCAST ORDER

SEPARATE ORDER REQUIRED FOR EACH STATION

ORDER #		DATE:09/20/2018	
NEW ORDER:xxx		REVISED ORDER:	
		A.E. Jim Fitzgerald	
ADVERTISER: Mark West for Governor			
AGENCY:			
BILLING ADDRESS: 476 Sidney Street			
CITY: Batesville		ST: AR	ZIP: 72501
CONTACT-TITLE: Shane Knight - Campaign Manager			
E-MAIL:dennyshaneknight@live.com			
OFFICE PHONE:		CELL PHONE: 501-317-0276	
TAX ID #: Pre-Pay			
BUSINESS TYPE: Political		<i>Governor</i>	
CART # 31433 (KBCN ONLY)			

[illegible]

*DEFAULT BILLING

NOTES TO TRAFFIC & ACCOUNTING:

[illegible]

JAN:	APR:	JUL:	OCT:\$520.00	TOTAL TO BE BILLED: \$680.00
FEB:	MAY:	AUG:	NOV:\$160.00	
MAR:	JUN:	SEP:	DEC:	

SALES MANAGER APPROVAL:

DATE: _____

ADVERTISER APPROVAL ATTACHED:

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KERX-FORT SMITH	
KTTG-HOT SPRINGS	
KBCN-HARRISON	XX
STREAMING	
MORNING RUSH NETWORK	

BROADCAST BILLING*	
CALENDAR BILLING	
LOCAL DIRECT	
AGENCY DISCOUNT	
CO-OP BILLING REQUIRED	
NOTARIZED INVOICE	
POLITICAL	XX
STANDARD BILLING	
CREDIT CARD	
CASH IN ADVANCE	
TRADE	

*DEFAULT BILLING

NOTES TO TRAFFIC & ACCOUNTING:

[illegible]

JAN:	APR:	JUL:	OCT:\$390.00	TOTAL TO BE BILLED: \$510.00
FEB:	MAY:	AUG:	NOV:\$120.00	
MAR:	JUN:	SEP:	DEC:	

SALES MANAGER APPROVAL:

DATE: 9/20/18

ADVERTISER APPROVAL ATTACHED:

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:**I, Mark West,being/on behalf of: ~~Mark~~ Mark West, a legallyqualified candidate of the Libertarian politicalparty for the office of: Arkansas Governorin the Generalelection to be held on: November, 6 2018

do hereby request station time as follows:

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

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Committee To Elect Mark West

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:

Michael Pakko

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).

To Be Signed By Candidate or Authorized Committee

20 September 2018
Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Mark West
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the 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.
- ☐ the television programming 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.



signature of candidate or authorized committee

Mark West

printed name

20 September 2018
 date



hitthatline.com

MARKETING PROPOSAL

Mark West for Governor Campaign

This marketing proposal is a confidential document between The Mark West for Governor Campaign and ESPN Arkansas aka Pearson Broadcasting. The proposal once signed by authorized personnel for both entities will constitute a contract for an advertising campaign to run on the stations listed and the times listed. It is ESPN Arkansas' understanding that all The Mark West for Governor Campaign's advertisements will air during "Sports Talk with Bo Mattingly" which airs from 2:00 p.m. until 7:00 p.m. Monday through Friday. The advertising will begin on October 15th and will end on November 6th. Here are proposed details:

ESPN Arkansas 104.3 (North Central Arkansas):

85 commercials = 1 per hour per day 2:00 – 7:00 p.m. during the show \$510.00

ESPN Arkansas 95.3 (River Valley & Ft. Smith):

85 commercials = 1 per hour per day 2:00 – 7:00 p.m. during the show \$680.00

Total Investment: \$1190.00

Signed marketing agreement must include all mandatory political paperwork and pre-payment of the total investment due.

Signed,

(Authorized Campaign Representative)

(ESPN Arkansas Representative)

20 September 2018

(Date)

(Date)