

ORDER**Jackson MS WJTV**

| | | | |
|---------------|-----------------------------|----------------------------|--|
| Orders | Order / Rev: | <u>2751692</u> | |
| | Alt Order #: | <u></u> | |
| | Product Desc: | <u>1282- genrl</u> | |
| | Estimate: | <u>4254</u> | |
| | Flight Dates: | <u>11/01/20 - 11/03/20</u> | Primary AE: <u>WJTV Local House</u> |
| | Original Date / Rev: | <u>10/29/20 / 10/29/20</u> | Sales Office: <u>L-JAC</u> |
| | Order Type: | <u>REG</u> | Sales Region: <u>Loc</u> |

| | | | |
|---------------|-------------------------|--------------------------------|---|
| Agency | Name: | <u>Godwin Group</u> | |
| | Buying Contact: | <u></u> | Billing Type: <u>Cash</u> |
| | Billing Contact: | <u>Godwin Group Email</u> | Billing Calendar: <u>Broadcast</u> |
| | | <u>188 East Capitol Street</u> | Billing Cycle: <u>EOM</u> |
| | | <u>Jackson, MS 39201</u> | Agency Commission: <u>15%</u> |

| | | | |
|-------------------|------------------------|---|--|
| Advertiser | Name: | <u>POL/In God We Trust Flag Committee</u> | Order Brand: <u></u> |
| | Demographic: | <u>A25-54</u> | New Business Thru: <u></u> |
| | Product Codes: | <u>PL2</u> | Advertiser External ID: <u></u> |
| | Revenue Code 1: | <u>AGY</u> | Agency External ID: <u>MO2544</u> |
| | Revenue Code 2: | <u>POL</u> | Unit Code: <u>General</u> |
| | Revenue Code 3: | <u>POL-ISS</u> | Order Separation: <u>00:30:00</u> |
| | Priority: | <u>P5</u> | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/26/20 | 11/29/20 | 2 | \$185.00 | \$157.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-----------------|-----------------|-------------|
| November 2020 | 2 | \$185.00 | \$157.25 | 4.55 |
| Totals | 2 | \$185.00 | \$157.25 | 4.55 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| WJTV Local House | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------|------|-------------------|-----------------|-----------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|----------|-----------------|
| N 1 | WJTV | 11/02/20 | 11/03/20 | M-F Local News @ 430a | CM | 430a-5a | MT----- | :30 | 1 | \$35.00 | P1 | 1.05 | NM | 1 | \$35.00 |
| Local News @ 430a | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/02/20 | 11/08/20 | MT----- | | 1 | | | | \$35.00 | | 1.05 | | | |
| N 2 | WJTV | 11/01/20 | 11/01/20 | CBS Sunday Morning | CM | 8a-930a | -----S | :30 | 1 | \$150.00 | P1 | 3.50 | NM | 1 | \$150.00 |
| CBS Sunday Morning | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/26/20 | 11/01/20 | -----S | | 1 | | | | \$150.00 | | 3.50 | | | |
| Totals | | | | | | | | | | | | | | 2 | \$185.00 |

New Order

Agency: Godwin Group

Office: Jackson

Client: 243 - In God We Trust Flag Committee

Product: 1282 - genrl

Piggyback Product:

Estimate:

Station: WJTV-TV

Order Type: Normal

Cancel Date:

Received in ePort: 10/28/2020 5:15:57 PM

Flight Start: 10/26/2020

Flight End: 11/03/2020

Hiatus:

4254 - IGWT Flag Initiative TV 10/30- 11/3 ADD ON 10/28/2020

Airtime Dollars: \$185.00

Interactive Dollars: \$0.00

Non-Airtime Dollars: \$0.00

Total Dollars: \$185.00

Total Spots: 2

MarketShare:

Primary Demo: A18+

Demo 2: A25-64

Demo 3:

GRP: 4.55

CPP: \$40.66

GIMP: 0

CPM: \$0.00

Comments:

Local/National: Local

Rep Office: WJTV-TV

AE: Bruce Leach

Phone: 10126638

OrderID: Pending Review

Status:

FINAL ADDITIONS TO IGWT!

COPIES OF CHECKS WILL BE SENT TONIGHT AND MAILED TOMORROW.

SAME TRAFFIC.

- Confirm within 24 hours of order submission.
- MARK FOR ELECTRONIC BILLING!
- BILL BY BROADCAST MONTH.
- All make goods must be sent through Wide Orbit or AEInbox
- All makegoods must have prior agency approval for payment and be of equal or greater value.
- Invoices with discrepancies will not be paid unless prior notice of rate change has been given.
- All invoices must be sent electronically and include estimate number.
- Product separation required
- All invoices should be sent to GodwinGroup.

Weekly Airtime Lines

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | 10/26 | 11/2 | Total | | |
|---------|----------------------|----------|----------|-----|-----|-------|------|-------|------|--------------|
| | | | | | | | | Spots | Rtg | A18+ CPM Imp |
| 1 | MTu 4:30A-5A VARIOUS | EM | \$35.00 | C | 30 | 0 | 1 | 1 | 1.05 | \$33.33 |
| 2 | Su 8A-9:30A VARIOUS | EM | \$150.00 | C | 30 | 1 | 0 | 1 | 3.50 | \$42.86 |

New Order (Page 2)

Agency:
Client:

Godwin Group
243 - In God We Trust Flag
Committee

Station:
Product:

WJTV-TV
1282 - genrl

Order ID:
Estimate:

10126638
4254 - IGWT Flag Initiative TV 10/30-
11/3 ADD ON 10.28.2020

Flight Start:

10/26/2020

Flight End:

11/03/2020

Received in ePort:

10/28/2020 5:15:57 PM

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | 10/26 | 11/2 | Total Spots: | Total | Spots | Rtg | CPP | Imp | CPM |
|--|-------------------|----------|------|-----|-----|-------|------|--------------|-------|-------|-----|-----|-----|-----|
| Total Spots: 1 1 | | | | | | | | | A18+ | | | | | |
| Total GRP: 3.5 1.1 | | | | | | | | | | | | | | |
| Cash\$ - Spots: \$185.00 - 2 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$185.00 Total GRP - CPP: 4.6 - \$40.66 Total GIMP(000) - CPM: 0 - \$0.00 | | | | | | | | | | | | | | |

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Tammy Holder, Media Director-Godwin, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Tammy Holder, Media Director-Godwin, representing "In God We Trust Flag Committee"

Agency name: Godwin Advertising Agency, Inc. (dba Godwin)

Address: 188 East Capitol St.; Ste #300, Jackson, MS 39205-0531

Contact: Tammy Holder

Phone number: 601.360.9411

Email: tholder@targetedresponsemedia.cc

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: In God We Trust Flag Committee

Address: PO Box 3672 Jackson, MS 39207-3672

Contact: Scott Waller

Phone number: 601-969-0022

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Jack Reed Jr, chair; John Hairston, vice chair; Camille Young, Secretary; Scott Waller, Treasurer

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to: N/A

Office(s) sought by such candidate(s) (no acronyms or abbreviations): N/A

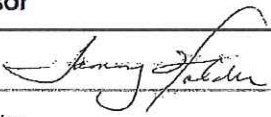
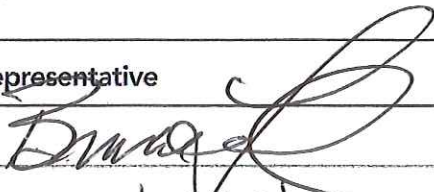
Date of election: November 3, 2020

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

| | |
|--|---|
| Advertiser/Sponsor | Station Representative |
| Signature:  | Signature:  |
| Name: Tammy Holder | Name: Bruce Leach |
| Date of Request to Purchase Ad Time: 10/9/2020 | Date of Station Agreement to Sell Time: 10/9/2020 |

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☐ Yes ☐ No Date ad received: _____

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

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☐ Accepted
- ☐ Accepted IN PART (e.g., ad not received to determine content)*
- ☐ Rejected – provide reason (optional): _____

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

Date and nature of follow-ups, if any:

| | | |
|---------------------|-------------------------------|--|
| Contract #: 2751692 | Station Call Letters: WJTV | Date Received/Requested: 10/9/2020 |
| Est. #: 4254 | Station Location: Jackson, MS | Run Start and End Dates: 10/1/20 - 11/3/20 |

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

350327

WJTVTV - WJTV-TV, JACKSON

350327

10/28/2020

| Inv Date | Invoice # | Description | Balance Due | Discount | Net Amount |
|------------|-----------|-------------|-------------|----------|------------|
| 10/28/2020 | IGWT | 10/30-11/3 | 157.25 | 0.00 | 157.25 |

Check Total:

\$157.25

G|G

GodwinGroup

Godwin Advertising Agency, Inc.
 Post Office Box 531
 Jackson, Mississippi 39205-0531 601/354-5711
 This check valid after 90 days

350327
 TRUSTMARK NATIONAL BANK
 JACKSON, MS
 85-27/653

350327

PAY EXACTLY *****157*DOLLARS*AND*25*CENTS

DATE
 10/28/2020

AMOUNT
 \$157.25

PAY
 TO THE
 ORDER
 OF

WJTV-TV, JACKSON
 33096 COLLECTION CENTER DRIVE
 CHICAGO, IL 60693

⑈ 3 5 0 3 2 7 ⑈ ⑆ 0 6 5 3 0 0 2 7 9 ⑆ ⑈ 1 0 0 0 1 8 5 7 2 0 ⑈

Security features included. Details on back.

Godwin Advertising Agency, Inc.

WJTVTV - WJTV-TV, JACKSON

350327

350327
10/28/2020

| Inv Date | Invoice # | Description | Balance Due | Discount | Net Amount |
|------------|-----------|-------------|-------------|----------|------------|
| 10/28/2020 | IGWT | 10/30-11/3 | 157.25 | 0.00 | 157.25 |

Check Total:

\$157.25