NAB Form PB-18 Candidates

FEDERAL CANDIDATE CERTIFICATION

In order for Federal Candidates to receive the Lowest Unit Charge during a Political Window, the following Certification is required.

Cindy Hyde Smith for U.S. Senate is the committee in support of Cindy Hyde Smith, a legally qualified Republican candidate seeking the office of U.S. Senator/Mississippi.

(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** For 10/17-23, 2018

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 a least four seconds and is 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.

Maggie Clark

signature of candidate or authorized committee

Maggie Clark, President
Maggie Clark Media Services, Inc. placing on behalf of Cindy Hyde Smith

printed name

10/12/18

date

139 Bent Creek Drive Brandon, Mississippi 39047 Ph: (601) 992-3111 Fax: (601) 992-4111 maggiec@mclarkmedia.com / mc_medias@bellsouth.net

Maggie Clark
M·E·D·I·A · S·E·R·V·I·C·E·S

AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18, as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order, and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. (*The two preceding sentences are not applicable if the candidate personally appears during the broadcast.*)

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

10-12-18
Date Order Released to Station or Cable System

Maggie Clark
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

Don F. Thomas WLOX GSM
Station or Cablecast Representative and Title

☒ Accepted ☐ Rejected

POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDUE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time and Times per Week, Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System's Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

Political Advertising Confirmation Order

Order #: 295-2090 **Revision #:** **Date:** 10/11/2018

Client: Cindy Hyde-Smith for U.S. Senate
Media: TV
Product: 2018 Special Election
Market: Biloxi-Gulfport
Primary Demo: Adults 35-64
Separation between spots: 15

Estimate: 295
Description: CHS TV Oct 17-23
Flight Start Date: 10/17/2018 05:00 AM
Flight End Date: 10/23/2018 11:45 PM

Vendor: WLOX-TV
WLOX-TV Station
208 DeBuys Road
Biloxi, MS 39531
Contact: Don Moore, GSM
E-Mail: dmoore@wlox.com
Phone: 228-896-0791 228-697-0653 (cell)
Affiliation: ABC

Send Billing To:
Maggie Clark
M·E·D·I·A · S·E·R·V·I·C·E·S
139 Bent Creek Drive
Brandon, MS 39047
Phone: 601-992-3111
Fax: 601-992-4111
Buyer: Maggie Clark
maggiec@mclarkmedia.com

Traffic will be provided prior to Start Date.
This order with payment in advance & the NAB Federal Candidate Certification will be Fed Ex'd to arrive by Mon, Oct 15, by 10:30 a.m.
The NAB PB-18 will be on the reverse side of our pre-printed order.

Daypart Program	STN Gross	STN Net	Days Dur	Wed 10/17	Thu 10/18	Fri 10/19	Sat 10/20	Sun 10/21	Mon 10/22	Tue 10/23	Total Spots	Adults 35-64 Rtg/CPP	Adults 65+ Rtg/CPP
WLOX-TV													
M-F 5:00a- 6:00a Good Morning MS	$135.00	$114.75	30	2	2	2			2	2	10	6.4 $21.09	6.5 $20.77
M-F 6:00a- 7:00a Good Morning MS	$325.00	$276.25	30	2	2	2			2	2	10	10.5 $30.95	10.5 $30.95
M-F 7:00a- 9:00a Good AM America	$225.00	$191.25	30	3	3	4			4	3	17	10.0 $22.50	11.3 $19.91
M-F 4:00p- 4:30p WLOX 4PM News	$100.00	$85.00	30	1	1	1			1	1	5	5.5 $18.18	8.5 $11.76
M-F 5:00p- 5:30p WLOX 5PM News	$450.00	$382.50	30	1	1	1			1	1	5	11.8 $38.14	17.8 $25.28
M-F 6:00p- 6:30p WLOX 6PM News	$695.00	$590.75	30	1	1	1			1	1	5	14.2 $48.94	19.4 $35.82
M-F 10:00p-10:35p WLOX 10PM News	$695.00	$590.75	30	1	1	1			1	1	5	10.0 $69.50	12.6 $55.16
Sa 6:30a- 7:00a Good Morning MS	$75.00	$63.75	30				1				1	6.4 $11.72	8.2 $9.15
Sa 7:00a- 8:00a Good AM America	$150.00	$127.50	30				2				2	9.0 $16.67	11.8 $12.71

NAB Form PB-18 for Candidates: See reverse side for the Agreement Form for Political Candidate Advertisements.

Political Advertising Confirmation Order

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Vendor: WLOX-TV
WLOX-TV Station
208 DeBuys Road
Biloxi, MS 39531
Contact: Don Moore, GSM
E-Mail: dmoore@wlox.com
Phone: 228-896-0791 228-697-0653 (cell)
Affiliation: ABC

Send Billing To:
Maggie Clark
M·E·D·I·A · S·E·R·V·I·C·E·S
139 Bent Creek Drive
Brandon, MS 39047
Phone: 601-992-3111
Fax: 601-992-4111

Buyer: Maggie Clark
maggiec@mclarkmedia.com

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WLOX-TV													
Sa 8:00a- 8:30a	$150.00	$127.50	30				1				1	9.4	12.1
Good Morning MS												$15.96	$12.40
Sa 6:00p- 6:30p	$160.00	$136.00	30				1				1	10.0	15.6
WLOX 6PM News												$16.00	$10.26
Sa 10:30p-11:00p	$400.00	$340.00	30				1				1	6.6	9.3
WLOX Late News												$60.61	$43.01
Su 6:30a- 7:00a	$75.00	$63.75	30					1			1	4.8	6.6
Good Morning MS												$15.62	$11.36
Su 7:00a- 8:00a	$65.00	$55.25	30					1			1	7.6	10.4
Good AM America												$8.55	$6.25
Su 8:00a- 8:30a	$75.00	$63.75	30					1			1	8.5	10.4
Good Morning MS												$8.82	$7.21
Su 8:30a- 9:00a	$75.00	$63.75	30					1			1	6.7	8.1
News This Week												$11.19	$9.26
Su 5:30p- 6:00p	$200.00	$170.00	30					1			1	9.5	15.0
WLOX 5:30PM Nws												$21.05	$13.33
Su 10:00p-10:35p	$695.00	$590.75	30					1			1	9.5	12.1
WLOX 10PM News												$73.16	$57.44

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Political Advertising Confirmation Order

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208 DeBuys Road
Biloxi, MS 39531
Contact: Don Moore, GSM
E-Mail: dmoore@wlox.com
Phone: 228-896-0791 228-697-0653 (cell)
Affiliation: ABC

Send Billing To: Maggie Clark
M·E·D·I·A · S·E·R·V·I·C·E·S
139 Bent Creek Drive
Brandon, MS 39047
Phone: 601-992-3111
Fax: 601-992-4111

Buyer: Maggie Clark
maggiec@mclarkmedia.com

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WLOX-TV													
MTuWThF 4:30p- 5:00p Inside Edition	$100.00	$85.00	30	1	1	1			1	1	5	7.5 $13.33	11.3 $8.85
MTu 6:30p- 7:00p Wheel of Fortune	$625.00	$531.25	30						1	1	2	11.4 $54.82	16.7 $37.43
Sa 6:30p- 7:00p Wheel of Fortune	$210.00	$178.50	30				1				1	8.0 $26.25	12.9 $16.28
Sa 11:30p-12:30a Blue Bloods	$50.00	$42.50	30				2				2	3.6 $13.89	4.9 $10.20
			Total Spots:	12	12	13	9	6	14	13	79		
			Total GRP:	112.8	112.8	122.8	65.6	46.6	134.2	124.2		719.0	897.6
			Total CPP:									$31.23	$25.02
Total Cost:	$22,455.00	$19,086.75									79		

Signature: Don F. Moore WLOX GSM
Please sign to confirm schedule/cost. Return to agent.

Disclaimer:
This schedule has been paid in advance by Cindy Hyde Smith for U.S. Senate, a committee. Jordan Russell, Chairman. Aimee Garner, Treasurer.
Cindy Hyde Smith is a legally qualified Republican candidate running for U.S. Senate, Mississippi. The Special Election will be held Tuesday, 11/6/18.
Include Estimate No. on Invoices. MGs must be approved in advance & must air w/i specified TPs/Flight Dates as well as be equal or greater in value of target GRP Demo estimate.

NAB Form PB-18 for Candidates: See reverse side for the Agreement Form for Political Candidate Advertisements.

Contract Agreement Between:

WLOX ABC 13 Biloxi Gulfport Pascagoula

CONTRACT

WLOX
Send All Correspondence to:
208 Debuys Road
Biloxi, MS 39531
Sales T&C: http://bit.ly/2FYavgw
(228) 896-1313

wlox.com

And:

Maggie Clark Media Services
139 Bent Creek Drive
Brandon, MS 39047

Contract / Revision	Alt Order #
2082087 /	

Advertiser	Original Date / Revision
POL/Hyde-Smith, Cindy/US Senate	10/12/18 / 10/17/18

Contract Dates	Estimate #
10/17/18 - 10/23/18	

Product

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WLOX	Don Moore/House	WLOX

Special Handling

Demographic
Adults 25-54

Agy Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLOX	10/17/18	10/23/18	Good Morning Mississippi M-I	458a-6a		:30			NM	10	$1,350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	6	$135.00							
Week:	10/22/18	10/28/18	MT-----	4	$135.00							
N 2	WLOX	10/17/18	10/23/18	Good Morning Mississippi M-I	6a-7a		:30			NM	10	$3,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	6	$325.00							
Week:	10/22/18	10/28/18	MT-----	4	$325.00							
N 3	WLOX	10/17/18	10/23/18	Good Morning America M-F	7a-9a		:30			NM	17	$3,825.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	10	$225.00							
Week:	10/22/18	10/28/18	MT-----	7	$225.00							
N 4	WLOX	10/17/18	10/23/18	4 O'clock Show	358p-430p		:30			NM	5	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	3	$100.00							
Week:	10/22/18	10/28/18	MT-----	2	$100.00							
N 5	WLOX	10/17/18	10/23/18	WLOX News 5p	5p-530p		:30			NM	5	$2,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	3	$450.00							
Week:	10/22/18	10/28/18	MT-----	2	$450.00							
N 6	WLOX	10/17/18	10/23/18	WLOX News 6p	6p-630p		:30			NM	5	$3,475.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	3	$695.00							
Week:	10/22/18	10/28/18	MT-----	2	$695.00							
N 7	WLOX	10/17/18	10/23/18	WLOX News M-F 10-1035P	10p-1035p		:30			NM	5	$3,475.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/18	10/21/18	--WTF--	3	$695.00							
Week:	10/22/18	10/28/18	MT-----	2	$695.00							
N 8	WLOX	10/17/18	10/23/18	GMM WEEKEND SA 630AM	6:30AM-7:00AM		:30			NM	1	$75.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We Warrant that the actual broadcast information shown on this statement was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice.

Station does not discriminate in advertising contracts on the basis of race or ethnicity. 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.

powered by WideOrbit

Contract Agreement Between:

WLOX 13
Biloxi Gulfport Pascagoula

WLOX
Send All Correspondence to:
208 Debuys Road
Biloxi, MS 39531
Sales T&C: http://bit.ly/2FYavgw
(228) 896-1313

wlox.com

Contract / Revision	Alt Order #
2082087 /	

Advertiser	Original Date / Revision
POL/Hyde-Smith, Cindy/US Senate	10/12/18 / 10/17/18

Contract Dates	Product	Estimate #
10/17/18 - 10/23/18		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	-----S-	1	$75.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 9	WLOX	10/17/18	10/23/18	GOOD MORNING AMERICA GMA Saturday			:30			NM	2	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	-----S-	2	$150.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 10	WLOX	10/17/18	10/23/18	GMM WEEKEND SA 8-830A	8:00AM-8:30AM		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	-----S-	1	$150.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 11	WLOX	10/17/18	10/23/18	WLOX News Sa	600PM-630PM		:30			NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	-----S-	1	$160.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WLOX*	*10/15/18-10/21/18*		*WLOX News Sa*	*600PM-630PM*	-------Sa--	*:30*		*~~$160.00~~*	*NM*		
Credited												
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 12	WLOX	10/17/18	10/23/18	WLOX News Sa 10-1030PM	10-1030PM		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	-----S-	1	$400.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 13	WLOX	10/17/18	10/23/18	GMM WEEKEND SU 630AM	6:30AM-7:00AM		:30			NM	1	$75.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	------S	1	$75.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 14	WLOX	10/17/18	10/23/18	GOOD MORNING AMERICA GMA Sunday			:30			NM	1	$65.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	------S	1	$65.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 15	WLOX	10/17/18	10/23/18	GMM WEEKEND SU 8-830A	8:00AM-8:30AM		:30			NM	1	$75.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	------S	1	$75.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 16	WLOX	10/17/18	10/23/18	WLOX NEWS THIS WEEK	8:30AM-9:00AM		:30			NM	1	$75.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	------S	1	$75.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 17	WLOX	10/17/18	10/23/18	WLOX News Su 530p	530p-6p		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	------S	1	$200.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 18	WLOX	10/17/18	10/23/18	WLOX NEWS SUN 1	10-1035P		:30			NM	1	$695.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/18	10/21/18	------S	1	$695.00						
Week:		10/22/18	10/28/18	-------	0	$0.00						
N 19	WLOX	10/17/18	10/23/18	Inside Edition M-F	430p-5p		:30			NM	5	$500.00

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wlox.com

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Sales T&C: http://bit.ly/2FYavgw
(228) 896-1313

Contract / Revision	Alt Order #
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Week:		Start Date 10/15/18	End Date 10/21/18	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
Week:		10/22/18	10/28/18	MT-----	2	$100.00						
N 20	WLOX	10/22/18	10/23/18	Wheel of Fortune M-F	630p-7p		:30			NM	2	$1,250.00
Week:		Start Date 10/22/18	End Date 10/28/18	Weekdays MT-----	Spots/Week 2	Rate $625.00						
N 21	WLOX	10/17/18	10/21/18	Wheel of Fortune Sa	630p-7p		:30			NM	0	$0.00
Week:		Start Date 10/15/18	End Date 10/21/18	Weekdays -----S-	Spots/Week 1	Rate $210.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WLOX	10/15/18-10/21/18		*Wheel of Fortune Sa*	*630p-7p*	-------Sa--	*:30*		*~~$210.00~~*	*NM*		
Credited												
N 22	WLOX	10/17/18	10/21/18	Saturday 1130p-1230a	11:30PM-12:30XM		:30			NM	2	$100.00
Week:		Start Date 10/15/18	End Date 10/21/18	Weekdays -----S-	Spots/Week 2	Rate $50.00						
						Totals					77	$22,085.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 -10/23/18	77	$22,085.00	($3,312.75)	$18,772.25
Totals	77	$22,085.00	($3,312.75)	$18,772.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We Warrant that the actual broadcast information shown on this statement was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice.

Station does not discriminate in advertising contracts on the basis of race or ethnicity. 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.

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