

Buyer Maggie Clark
 Client WINDY SWETMAN, REPUBLICAN

Order Number 416
 Campaign Run-Off: May 12 (SPECIAL ELECTION)
 Flight 05/07/15-05/12/15

Station WLOX Don Moore, Political Sales
 Address 208 DeBuys Road
 Biloxi, MS 39531
 P. O. Box 4596 / Biloxi, MS 39535

Agency Maggie Clark Media Svcs
 Address 139 Bent Creek Drive
 Brandon, MS 39047

E-mail dkrenning@wlox.com
 Phone 228-896-0791 Fax 228-896-0729

Please confirm receipt of this order and schedule cost by signing below.

Signature: *[Signature]* Date: 5/5/15

POLITICAL DISCLAIMER: The requested schedule for airtime is in support of Windy Swetman, a legally qualified Republican candidate for the office of Mayor, City of Biloxi, MS. This schedule is paid in advance by Committee to Elect Windy Swetman III. Ron Peresich, Chairman. Sam LaRosa, Treasurer.

ELECTION: The Run-Off Election will be held Tuesday, May 12, 2015. Candidate for Advertising (NAB Form PB-18) is published on the back of order and will be Fed Ex'd to arrive Wednesday, May 6, with payment in advance.

TRAFFIC: To be provided prior to Start Date.

WLOX-ABC 13												DMA P 35+		DMA HHLS	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	GPP	RTG	GPP
GOOD AM MS: HOUR 2 Mo-Tu 5:00a- 6:00a	\$160.00	May11-May12	:30	2	1	1	--	--	--	--	--	5.2	\$30.77	7.8	\$20.51
GOOD AM MS: HOUR 3 We-Fr 6:00a- 7:00a	\$350.00	May06-May08	:30	2	--	--	--	1	1	--	--	2.9	\$27.13	17.6	\$19.89
GOOD AM MS: HOUR 3 Mo-Tu 6:00a- 7:00a	\$350.00	May11-May12	:30	2	1	1	--	--	--	--	--	12.9	\$27.13	17.6	\$19.89
GOOD AM AMERICA We-Fr 7:00a- 9:00a	\$225.00	May06-May08	:30	2	--	--	--	1	1	--	--	15.2	\$14.80	19.4	\$11.60
GOOD AM AMERICA Mo-Tu 7:00a- 9:00a	\$225.00	May11-May12	:30	2	1	1	--	--	--	--	--	15.2	\$14.80	19.4	\$11.60
WLOX NEWS: 6PM We-Fr 6:00p- 6:30p	\$795.00	May06-May08	:30	2	--	--	--	1	1	--	--	23.5	\$33.89	27.5	\$28.91

WLOX-ABC 13												DMA P 35+		DMA HHLDS	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	RTG	CPP
WLOX NEWS: 6PM Mo-Tu 6:00p-6:30p	\$795.00	May11-May12	:30	1	1	--	--	--	--	--	--	23.5	\$33.83	27.5	\$28.91
WLOX NEWS: 10PM We-Fr 10:00p-10:35p	\$795.00	May06-May08	:30	1	--	--	--	1	--	--	--	20.2	\$39.36	22.8	\$34.87
WLOX NEWS: 10PM Mo-Tu 10:00p-10:35p	\$795.00	May11-May12	:30	1	1	--	--	--	--	--	--	20.2	\$39.36	22.8	\$34.87
GOOD AM MS: WEEKEND Sun 8:00a-8:30a	\$110.00	May10-May10	:30	1	--	--	--	--	--	--	1	4.5	\$24.44	4.8	\$22.92
WLOX NEWS: 10PM SUN (1) Sun 10:00p-10:30p	\$795.00	May10-May10	:30	1	--	--	--	--	--	--	1	16.2	\$49.07	17.7	\$44.92
WLOX Totals	\$7,500.00			17	Reach / Frequency							254.4	\$29.48	314.2	\$23.87
												70.3	3.6	72.0	4.4
Monthly	May 2015														
Gross Cost	\$7,500.00														
Net Cost	\$6,375.00														

MGs must air w/n specified Time Periods and Flight Dates & must be of equal or greater in value of GRP estimates. MGs must be approved in advance by agency.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
 Prepared with TvSCAN 9.7. Copyright © 2006 Arbitron Inc. (800) 543-7300. TvSCAN, TAPSCAN and the TAPSCAN design are registered marks of TAPSCAN, Inc. Used under license. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.



AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18)

I, Maggie Clark Media Services, 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 broadcast 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 company, 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 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.

5/10/15
Date Order Released To Station or Cable Company

Adrian M. McLean
Agent's Signature

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

Rebecca Stiles
Station or Cablecast Representative & Title

☒ Accepted ☐ Rejected

POST BROADCAST

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

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, 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 company, Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.