

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: WLOX TV Biloxi, MS	Date: Aug. 6
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I, Reed Guice,

being/on behalf of: Melvin Brisolara,

a legally qualified candidate of the Republican

political party for the office of: Sheriff

in the Harrison County RunOff

election to be held on August 25, 2015

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): attached

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

Committee to ReElect Melvin Brisolara Sheriff

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:

John Heath, CPA

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).

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

To Be Signed By Candidate or Authorized Committee

August 6, 2015

Date




Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Veronica Maines

Printed Name

Sales

Title

ORDER

Orders
Order / Rev: 1359291
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 08/06/15 - 08/13/15
Original Date / Rev: 08/06/15 / 08/06/15
Order Type: General

WLOX

Primary AE: Veronica (Ware) Maines
Sales Office: WLOX
Sales Region: Local

Agency Name: Guice Agency, The
Buying Contact: Reed Guice
Billing Contact:
 PO Drawer 1187
 Biloxi, MS 39533-1187

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Brisolara, Melvin/R/Harrison Cou
Demographic: A25-54
Product Codes: PL590
Priority: P12
Revenue Codes: Agency, Political, Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/15	08/13/15	26	\$8,105.00	\$6,889.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2015	26	\$8,105.00	\$6,889.25	0.00
Totals	26	\$8,105.00	\$6,889.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Veronica (Ware) Maines			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	WLOX	08/06/15	08/13/15	GOOD MORNING MISSComm	6a-7a		-----	:30	0	\$325.00	P 2	0.00	NM	1	\$325.00
				Good Morning Mississippi M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/15	08/09/15	----1--		1				\$325.00		0.00			
		Week: 08/10/15	08/16/15	-----		0				\$3,252.00		0.00			
N 2	WLOX	08/06/15	08/13/15	GOOD MORNING MISSComm	6a-7a		-----	:30	0	\$225.00	P 5	0.00	NM	3	\$675.00
				Good Morning Mississippi M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/15	08/09/15	-----		0				\$225.00		0.00			
		Week: 08/10/15	08/16/15	111----		3				\$225.00		0.00			
N 3	WLOX	08/06/15	08/13/15	NET Good Morning AmericaComm	7a-9a		-----	:30	0	\$175.00	P 5	0.00	NM	5	\$875.00
				Good Morning America M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/15	08/09/15	----2--		2				\$175.00		0.00			
		Week: 08/10/15	08/16/15	111----		3				\$175.00		0.00			
N 4	WLOX	08/06/15	08/13/15	WLOX NEWS-5P	Comm	5p-530p	-----	:30	0	\$300.00	P 5	0.00	NM	3	\$900.00
				WLOX News 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/15	08/09/15	----1--		1				\$300.00		0.00			
		Week: 08/10/15	08/16/15	11-----		2				\$300.00		0.00			
N 5	WLOX	08/06/15	08/13/15	WLOX NEWS-6P	Comm	6p-630p	-----	:30	0	\$625.00	P 5	0.00	NM	3	\$1,875.00
				WLOX News 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/15	08/09/15	----1--		1				\$625.00		0.00			
		Week: 08/10/15	08/16/15	11-----		2				\$625.00		0.00			

Order / Rev: 1359291
 Alt Order #:
 Flight Dates: 08/06/15 - 08/13/15

Advertiser: POL/Brisolara, Melvin/R/Harrison County
 Product Desc:
 Estimate:

WLOX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WLOX	08/06/15	08/13/15	WLOX NEWS-6P WLOX News 6p	Comm	6p-630p	-----	:30	0	\$695.00	P 2	0.00	NM	1	\$695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/03/15	08/09/15	----1---		1				\$695.00		0.00			
	Week:	08/10/15	08/16/15	-----		0				\$695.00		0.00			
N 7	WLOX	08/06/15	08/13/15	WLOX NEWS - M-F 10-1035P WLOX News M-F 10-1035P	Comm	10p-1035p	-----	:30	0	\$625.00	P 5	0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/03/15	08/09/15	----1--		1				\$625.00		0.00			
	Week:	08/10/15	08/16/15	11-----		2				\$625.00		0.00			
N 8	WLOX	08/06/15	08/13/15	RI Saints Pre-Season Game SAINTS PRE-SEASON PRIME	Comm	7:00PM-10:00PM	-----	:30	0	\$300.00	P 2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/03/15	08/09/15	-----		0				\$300.00		0.00			
	Week:	08/10/15	08/16/15	---2---		2				\$300.00		0.00			
N 9	WLOX	08/06/15	08/13/15	NET GMA Saturday GOOD MORNING AMERICA S	Comm	GMA Saturday	-----	:30	0	\$50.00	P 5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/03/15	08/09/15	-----S-		2				\$50.00		0.00			
	Week:	08/10/15	08/16/15	-----		0				\$50.00		0.00			
N 10	WLOX	08/06/15	08/13/15	NET GMA Sunday GOOD MORNING AMERICA S	Comm	GMA Sunday	-----	:30	0	\$55.00	P 5	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/03/15	08/09/15	-----S		2				\$55.00		0.00			
	Week:	08/10/15	08/16/15	-----		0				\$50.00		0.00			
N 11	WLOX	08/06/15	08/13/15	WLOX NEWS THIS WEEK WLOX NEWS THIS WEEK	Comm	8:30AM-9:00AM	-----	:30	0	\$75.00	P 5	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/03/15	08/09/15	-----S		1				\$75.00		0.00			
	Week:	08/10/15	08/16/15	-----		0				\$50.00		0.00			
Totals														26	\$8,105.00

Sheriff Melvin Brisolara Run-Off 1st flight

Primary



Buyer:
Advertiser:
Product:
Agency:
Address:

Acct. Exec: Veronica Maines
Phone #: 228-896-0707
FAX #: 228-896-0729
Email: vmaines@wlox.com

Order Dates: 8/6/2015 - 8/13/2015

Market: BILOXI-GULFPORT [160]

Plan No.	12221	Station	Program Narr	Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun	# of Spots	Spot Len	Cost / Spot	Total Cost
			Week of 8/3/2015		3	4	5	6	7	8	9				
		WLOX	WLOX NEWS AT 6PM	Thu 6:00p-6:30p				1				1	30	\$695.00	\$695.00
		WLOX	GOOD MRN MISS	Fri 6:00a-7:00a					1			1	30	\$325.00	\$325.00
		WLOX	GOOD MORNING AMERICA	Fri 7:00a-9:00a					2			2	30	\$175.00	\$350.00
		WLOX	WLOX NEWS AT 5PM	Fri 5:00p-5:30p					1			1	30	\$300.00	\$300.00
		WLOX	WLOX NEWS AT 6PM	Fri 6:00p-6:30p					1			1	30	\$625.00	\$625.00
		WLOX	WLOX NEWS AT 10PM	Fri 10:00p-10:30p					1			1	30	\$625.00	\$625.00
		WLOX	GOOD MORNING AMERICA	Sat 7:00a-8:00a					2			2	30	\$50.00	\$100.00
		WLOX	GOOD MORNING AMERICA	Sun 7:00a-8:00a						2		2	30	\$55.00	\$110.00
		WLOX	Saints PreSeason	Sun 8:30a-9:00a							1	1	30	\$75.00	\$75.00
			Week of 8/10/2015		10	11	12	13	14	15	16				
		WLOX	WLOX NEWS AT 5PM	Mo-Tu 5:00p-5:30p	1	1						2	30	\$300.00	\$600.00
		WLOX	WLOX NEWS AT 6PM	Mo-Tu 6:00p-6:30p	1	1						2	30	\$625.00	\$1,250.00
		WLOX	WLOX NEWS AT 10PM	Mo-Tu 10:00p-10:30p	1	1						2	30	\$625.00	\$1,250.00
		WLOX	GOOD MRN MISS	Mo-We 6:00a-7:00a	1	1	1					3	30	\$225.00	\$675.00
		WLOX	GOOD MORNING AMERICA	Mo-We 7:00a-9:00a	1	1	1					3	30	\$175.00	\$525.00
		WLOX	Saints PreSeason	Thu 7:00p-10:00p				2				2	30	\$300.00	\$600.00

Agency Commission @ 15% \$1,215.75

Net Cost: \$6,889.25

Approved by: *[Signature]*

General Summary

Name	Spots	Cost
WLOX	26	\$8,105.00