

ORDER

Orders	Order / Rev:	1304374	
	Alt Order #:		
	Product Desc:		
	Estimate:		
	Flight Dates:	04/08/15 - 04/14/15	Primary AE: Veronica Ware Leonard
	Original Date / Rev:	04/06/15 / 04/06/15	Sales Office: WLOX
	Order Type:	Political	Sales Region: Local

Agency	Name:	Maggie Clark Media Services	
	Buying Contact:	Maggie Clark	Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		139 Bent Creek Drive	Billing Cycle: EOM/EOC
		Brandon, MS 39047	Agency Commission: 15%

Advertiser	Name:	POL/Swetman, Windy/Mayor/Biloxi	
	Demographic:	HH	New Business Thru:
	Product Codes:	PL555	Order Separation: 00:15:00
	Priority:	P15	Advertiser External ID:
	Revenue Codes:	Agency, Political, Pol-Candidate	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/15	04/14/15	2	\$550.00	\$467.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2015	2	\$550.00	\$467.50	0.00
Totals	2	\$550.00	\$467.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Veronica Ware Leonard			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	WLOXc	04/08/15	04/14/15	NET Tue Hour 1 TUE HOUR 1	Comm	7:00PM-8:00PM	-----	:30	0	\$300.00	P 1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	04/06/15	04/12/15	-----		0			\$300.00			0.00			
	Week:	04/13/15	04/19/15	-T-----		1			\$300.00			0.00			
N 2	WLOXc	04/08/15	04/14/15	NET Wed Hour 2 WED HOUR 2	Comm	8:00PM-9:00PM	-----	:30	0	\$250.00	P 1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	04/06/15	04/12/15	--W----		1			\$250.00			0.00			
	Week:	04/13/15	04/19/15	-----		0			\$300.00			0.00			
													Totals	2	\$550.00

Buyer	Maggie Clark	Order Number	380
Client	WINDY SWETMAN, REPUBLICAN	Campaign	SPECIAL ELECTION: April 28, 2015
		Flight	Flight 1 04/08/15-04/14/15
Station	ELOX Don Moore, Political Sales	Agency	Maggie Clark Media Svcs
Address	208 DeBuys Road Biloxi, MS 39535	Address	139 Bent Creek Drive Brandon, MS 39047
E-mail	dmoore@wlox.com		
Phone	228-896-0791	Fax	228-896-0729

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

Signature: Veronica Ware Date: 4/7/15

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 Special Election will be held Tuesday, Apr 28, 2015. Candidate for Advertising (NAB Form PB-18) is published on the back of order and will be Fed Ex'd to arrive Tuesday, April 7, with payment in advance.

TRAFFIC: Please continue to rotate 50/50, WSFM 1001, "Ready" and WSFM 1002, "C-change" until further notice.

ELOX-CBS													
Time Period	Rate	Run Dates	Len	Sp	We	Th	Fr	Sa	Su	Mo	Tu		
NCIS													
Tue 7:00p- 8:00p	\$300.00	Apr08-Apr14	:30	1	--	--	--	--	--	--	1		
CRIMINAL MINDS													
Wed 8:00p- 9:00p	\$250.00	Apr08-Apr14	:30	1	1	--	--	--	--	--	--		
ELOX Totals	\$550.00			2	Reach / Frequency								
Monthly	Apr 2015												
Gross Cost	\$550.00												
Net Cost	\$467.50												

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) 643-7300. 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.

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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)

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.

Date Order Released To Station or Cable Company

Admin for McClark

Agent's Signature

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

☐ Accepted ☐ Rejected

Station or Cablecast Representative & Title

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.