

ORDER

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

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

Advertiser
Name: POL/Swetman, Windy/Mayor/Biloxi
Demographic: HH
Product Codes: PL555
Priority: P15
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
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.

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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.

_____ *Admission for McClark*
Date Order Released To Station or Cable Company 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.