

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:

Date:

I, John Marshall Alexander,
being/on behalf of: John Marshall Alexander,
a legally qualified candidate of the Democratic
political party for the office of: State Senator District 13
in the Democratic runoff
election to be held on: August 27, 2019

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):

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

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:

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

8-16-19

Date

John M. Curran

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

John Tumbarello

Signature

John Tumbarello

Printed Name

GM

Title



John Alexander Dist 13

Advertiser: John Alexander
 Agency:
 Buyer:
 Length(s): :30
 Proposal #: 1059501
 Market [Rank]: GREENWOOD, MS-COMSCORE LO
 Books: May 2019-COMSCORE LO
 Flight Dates: 08/22/19 - 08/27/19
 Note:

Station Contact:
 Name: Betti Williams
 Phone: (662) 332-0949 x110
 Fax:
 Email: bwilliams@deltanews.tv

CALA BROADCAST PARTNERS LLC, WABG-DT (ABC), WABG-DT2 (FOX), WXVT-LD (CBS), WNBD-LD (NBC) and all subsidiaries do not discriminate on the basis of race or ethnicity in the sale of advertising on any medium (broadcast or internet) and will accept no advertising which is placed with the intent to discriminate on the basis of race or ethnicity.

Program DP Days Time	Rate Weeks	AugAug 22 26	Cost Spots	A18+ RTG CPP			
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WABG
 THE DELTA NEWS MORNING \$90 - 1 \$90 8.0p
 M M-F 6:00A- 7:00A 1 1 \$11.25

Rationale: The Delta News Morning - PAV(1); OV:04.29.19-05.31.19 (COMSCORE-LO)/May-19

Weekly Subtotals	- 1	\$90	1				
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WABG Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	1	\$90	8.00	\$11.25	7.88	1.02

Program DP Days Time	Rate Weeks	AugAug 22 26	Cost Spots	A18+ RTG CPP			
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EABG
 THE DELTA NEWS @ 9 \$75 2 - \$150 2.9p
 T M-F 9:00P-10:00P 1 2 \$25.86

Rationale: The Delta News @ 9 - PAV(1); OV:04.29.19-05.31.19 (COMSCORE-LO)/May-19

Weekly Subtotals	2 -	\$150	2				
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EABG Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	2	\$150	5.80	\$25.86	5.54	1.05

Program DP Days Time	Rate Weeks	AugAug 22 26	Cost Spots	A18+ RTG CPP			
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WXVT
 THE DELTA NEWS MORNING \$35 4 4 \$280 5.4
 M M-F 6:00A- 7:00A 2 8 \$6.48

Rationale: OV:04.29.19-05.31.19 (COMSCORE-LO)/May-19

Weekly Subtotals	4 4	\$280	8				
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WXVT Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	8	\$280	43.20	\$6.48	21.7	1.99

Program DP Days Time	Rate Weeks	AugAug 22 26	Cost Spots	A18+ RTG CPP			
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WNBD
 DELTA NEWS MORNING \$10 4 4 \$80 0.8p
 M M-F 6:00A- 7:00A 2 8 \$12.50

Rationale: The Delta News Morning - PAV(1); OV:04.29.19-05.31.19 (COMSCORE-LO)/May-19

Weekly Subtotals	4 4	\$80	8				
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WNBD Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	8	\$80	6.40	\$12.50	5.59	1.14

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+R	19	\$600	63.40	\$9.46	27.22	2.33	15,145	55,640

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$90	\$510

Dayparts: M - MORNING; T - LATE NEWS

Client Signature:



Date:

8-21-19



WABG
849 Washington Ave
Greenville, MS 38701

John Marshall Alexander Senate Dist 13
P O Box 802
Cleveland, MS 38732

Contract # 22798

Schedule Dates 08/26/19-08/26/19
Advertiser John Marshall Alexander Senate Dist 13 (3175)
Agency John Marshall Alexander Senate Dist 13 (1616)
Product STATE POLITICAL RACES (1215)
Brand AUGUST 2019 (10081)
Salesperson TURNBOUGH, JEAN (1061)
Sales Office DELTA LOCAL
Buyer Name Alexander, John
Phone/Fax (662) 719-6797 /
CPE N/A
Account Types Local/Political Candidate
Billing Type Calendar
Comments Thank You For Your Business!

Date Entered 08/20/19
Last Modified 08/20/19
Entered By BETTI WILLIAMS
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13.50
Net Total \$76.50
Sales Tax

ABC - MS (WABG)		
By Calendar Month	Spots	Rate
Aug. 2019	1	\$90.00
Grand Total:	1	\$90.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/26/19-08/26/19	5	:30	6A- 7A (CST)	1	1							1	\$90.00	\$90.00	ABC - MS (WABG)	Delta News Morning	8/20/19

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WABG-DT2 (EABG)
849 Washington Ave
Greenville, MS 38701

John Marshall Alexander Senate Dist 13
P O Box 802
Cleveland, MS 38732

Contract # 22799

Schedule Dates

08/22/19-08/23/19

Advertiser

John Marshall Alexander Senate Dist 13 (3175)

Agency

John Marshall Alexander Senate Dist 13 (1616)

Product

STATE POLITICAL RACES (1215)

Brand

AUGUST 2019 (10081)

Salesperson

TURNBOUGH, JEAN (1061)

Sales Office

DELTA LOCAL

Buyer Name

Alexander, John

Phone/Fax

(662) 719-6797 /

CPE

N/A

Account Types

Local/Political Candidate

Billing Type

Calendar

Comments

Thank You For Your Business!

Date Entered 08/20/19

Last Modified 08/20/19

Entered By BETTI WILLIAMS

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$22.50

Net Total \$127.50

Sales Tax

FOX - MS (EABG)

By Calendar Month

Aug. 2019

Grand Total:

Spots

2

2

Rate

\$150.00

\$150.00

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
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1.0	Normal Line / SPOT	08/22/19-08/23/19	5	:30	9P-10P (CST)					1	1			2	\$75.00	\$150.00	FOX - MS (EABG)	The Delta News @ 9	8/20/19
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WNBD
849 Washington Ave
Greenville, MS 38701

John Marshall Alexander Senate Dist 13
P O Box 802
Cleveland, MS 38732

Contract # 22801

Schedule Dates	08/22/19-08/26/19	Date Entered	08/20/19
Advertiser	John Marshall Alexander Senate Dist 13 (3175)	Last Modified	08/20/19
Agency	John Marshall Alexander Senate Dist 13 (1616)	Entered By	BETTY WILLIAMS
Product	STATE POLITICAL RACES (1215)	CO-OP	No
Brand	AUGUST 2019 (10081)	Headline #	
Salesperson	TURNBOUGH, JEAN (1061)	Demo	
Sales Office	DELTA LOCAL	Order Type	Normal
Buyer Name	Alexander, John	Package Deal	
Phone/Fax	(662) 719-6797 /	Commission %	15.00
CPE	N/A	Commission	\$12.00
Account Types	Local/Political Candidate	Net Total	\$68.00
Billing Type	Calendar	Sales Tax	
Comments	Thank You For Your Business!		

NBC - MS (WNBD)		
By Calendar Month	Spots	Rate
Aug. 2019	8	\$80.00
Grand Total:	8	\$80.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/22/19-08/23/19	5	:30	6A- 7A (CST)					2	2			4	\$10.00	\$40.00	NBC - MS (WNBD)	The Delta News Morning	8/20/19
2.0	Normal Line / SPOT	08/26/19-08/26/19	5	:30	6A- 7A (CST)		4							4	\$10.00	\$40.00	NBC - MS (WNBD)	The Delta News Morning	8/20/19

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WXVT
849 Washington Ave
Greenville, MS 38701

John Marshall Alexander Senate Dist 13
P O Box 802
Cleveland, MS 38732

Contract # 22800

Schedule Dates

08/22/19-08/26/19

Advertiser

John Marshall Alexander Senate Dist 13 (3175)

Agency

John Marshall Alexander Senate Dist 13 (1616)

Product

STATE POLITICAL RACES (1215)

Brand

AUGUST 2019 (10081)

Salesperson

TURNBOUGH, JEAN (1061)

Sales Office

DELTA LOCAL

Buyer Name

Alexander, John

Phone/Fax

(662) 719-6797 /

CPE

N/A

Account Types

Local/Political Candidate

Billing Type

Calendar

Comments

Thank You For Your Business!

Date Entered 08/20/19

Last Modified 08/20/19

Entered By BETTI WILLIAMS

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$42.00

Net Total \$238.00

Sales Tax

CBS - MS (WXVT)

By Calendar Month

Aug. 2019

Grand Total:

Spots 8

Spots 8

Spots 8

Rate \$280.00

Rate \$280.00

Rate \$280.00

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/22/19-08/23/19	5	:30	6A- 7A (CST)					2	2			4	\$35.00	\$140.00	CBS - MS (WXVT)	The Delta News Morning	8/20/19
2.0	Normal Line / SPOT	08/26/19-08/26/19	5	:30	6A- 7A (CST)		4							4	\$35.00	\$140.00	CBS - MS (WXVT)	The Delta News Morning	8/20/19