

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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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                      John M. Curran  
Date                                      Signature

**To Be Signed By Station Representative**

Accepted                       Accepted in Part                       Rejected

Jim Tumbarello                      Jean Tumbarello                      SV  
Signature                                      Printed Name                                      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	Rate	AugAug	Cost	A18+			
DP Days Time	Weeks	22 26	Spots	RTG			

**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

<b>Weekly Subtotals</b>	- 1	\$90					
		1					

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

Program	Rate	AugAug	Cost	A18+			
DP Days Time	Weeks	22 26	Spots	RTG			

**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

<b>Weekly Subtotals</b>	2 -	\$150					
		2					

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

Program	Rate	AugAug	Cost	A18+			
DP Days Time	Weeks	22 26	Spots	RTG			

**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

<b>Weekly Subtotals</b>	4 4	\$280					
		8					

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

Program	Rate	AugAug	Cost	A18+			
DP Days Time	Weeks	22 26	Spots	RTG			

**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

<b>Weekly Subtotals</b>	4 4	\$80					
		8					

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: \_\_\_\_\_

*John M. Curran*

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
<b>Grand Total:</b>	<b>1</b>	<b>\$90.00</b>

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	\$90.00	\$90.00	ABC - MS (WABG)	Delta News Morning	8/20/19

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_



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	Spots	Rate
Aug. 2019	2	\$150.00
<b>Grand Total:</b>	<b>2</b>	<b>\$150.00</b>

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	9p-10p (CST)					1	1			2	\$75.00	\$150.00	FOX - MS (EABG)	The Delta News @ 9	8/20/19

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_



**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  
 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 \$12.00  
 Net Total \$68.00  
 Sales Tax

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

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: Spots 8 Rate \$280.00  
Aug. 2019: Spots 8 Rate \$280.00  
Grand Total: Spots 8 Rate \$280.00

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	\$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

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_