

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:

WBRZ-TV

Date:

9/18/15

I, Hailey Elias,

being/on behalf of: Billy Nungesser,

a legally qualified candidate of the Republican

political party for the office of: Lt. Governor

in the Primary

election to be held on: October 24th, 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		varies 10/5-10/11			

Attach proposed schedule with charges (if available):

\$ 16,600 gross / \$14,100 net

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

Friends of Billy Nungesser 2015, Inc.

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:

Rodney P. LeBlanc


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

8/27/15

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Denise Robichaux

Signature

Denise Robichaux

Printed Name

Director of Sales

Title

pending copy approval

ORDER WORKSHEET

Rep Order#	8311261	Ver#	3
EC'd	Yes		

Status Confirmed

Traffic Order# 19555

Last Received:
Showing Buylines:

Printed: 09/18/15 12:29 PM
09/17/15 10:16 AM
All Lines

Duplicate

1 of 5

Station	WBRZ-TV BATON ROUGE, LA
Advertiser	(NUNB) NUNGESSER, BILLY
Product	NUNGESSER/LT GOV/R
Estimate#	2316
Buyer	ANNE WINEHOLT

Agency (MENT) MENTZER MEDIA

210 W. PENNSYLVANIA AVENUE, SUITE 250
TOWSON, MD 21204

Agency C/P1/P2/E	225/244/2316
Flight Dates	10/05/15-10/11/15

Rep Firm EAGLE TELEVISION
Sales Office (PH) PHILADELPHIA
Salesperson (BC3) BOB CAIN
Sales Assistant SHEPARD
Salesperson Phone# 215-557-4216
Salesperson Fax#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	4P-430P	-	30	-	-	\$100.00	10/05-10/09	3	3	\$300.00
		Buy Comment: 4P NEWS									
2	M-Th	1135P-1205A	-	30	-	-	\$40.00	10/05-10/08	4	4	\$160.00
		Buy Comment: NIGHTLINE									
3	F	1205A-1235A	-	30	-	-	\$40.00	10/09-10/09	1	1	\$40.00
		Buy Comment: NIGHTLINE									
4	M-F	430P-5P	-	30	-	-	\$150.00	10/05-10/09	2	2	\$300.00
		Buy Comment: JEOP									
5	M-F	5P-530P	-	30	-	-	\$250.00	10/05-10/09	3	3	\$750.00
		Buy Comment: 5P NEWS									
6	M-F	6P-630P	-	30	-	-	\$375.00	10/05-10/09	3	3	\$1,125.00
		Buy Comment: 6P NEWS									
7	M-F	630P-7P	-	30	-	-	\$550.00	10/05-10/09	3	3	\$1,650.00
		Buy Comment: WHEEL									
8	M-F	7A-9A	-	30	-	-	\$225.00	10/05-10/09	3	3	\$675.00
		Buy Comment: GMA									

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Agency (MENT) MENTZER MEDIA
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TOWSON, MD 21204
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Flight Dates 10/05/15-10/11/15

Rep Firm EAGLE TELEVISION
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Sales Assistant SHEPARD
Salesperson Phone# 215-557-4216
Salesperson Fax#

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9	M-F	5A-6A	-	30	-	-	\$100.00	10/05-10/09	3	3	\$300.00
			Buy Comment: 5A NEWS								
10	M-F	6A-7A	-	30	-	-	\$200.00	10/05-10/09	3	3	\$600.00
			Buy Comment: 6A NEWS								
11	M-Th	1035P-1135P	-	30	-	-	\$125.00	10/05-10/08	2	2	\$250.00
			Buy Comment: KIMMEL								
12	Sa	1030P-1105P	-	30	-	-	\$150.00	10/10-10/10	1	1	\$150.00
			Buy Comment: SAT LATE NEWS								
13	Su	6P-7P	-	30	-	-	\$300.00	10/11-10/11	1	1	\$300.00
			Buy Comment: AFHV								
14	M-F	10P-1035P	-	30	-	-	\$500.00	10/05-10/09	3	3	\$1,500.00
			Buy Comment: LATE NEWS								
15	Sa	7P-1030P	-	30	-	-	\$450.00	10/10-10/10	1	1	\$450.00
			Buy Comment: SAT NIGHT COLLEGE FOOTBALL								
16	Su	10P-1035P	-	30	-	-	\$400.00	10/11-10/11	1	1	\$400.00
			Buy Comment: SUN LATE NEWS								
17	F	7P-8P	-	30	-	-	\$450.00	10/09-10/09	1	1	\$450.00
			Buy Comment: LAST MAN								
18	Th	7P-8P	-	30	-	-	\$650.00	10/08-10/08	1	1	\$650.00
			Buy Comment: GREY'S								
19	M	7P-9P	-	30	-	-	\$650.00	10/05-10/05	1	1	\$650.00
			Buy Comment: DWTS								

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31	M-F	11A-12P	-	30	-	-	\$75.00	10/05-10/09	2	2	\$150.00
		Buy Comment: THE CHEW									
32	M-F	10A-11A	-	30	-	-	\$100.00	10/05-10/09	1	1	\$100.00
		Buy Comment: THE VIEW									
33	Su	7P-8P	-	30	-	-	\$700.00	10/11-10/11	1	1	\$700.00
		Buy Comment: ONCE UPON A TIME									
34	M-F	12P-1P	-	30	-	-	\$100.00	10/05-10/09	3	3	\$300.00
		Buy Comment: NOON NEWS									
35	Sa	7A-8A	-	30	-	-	\$75.00	10/10-10/10	1	1	\$75.00
		Buy Comment: GMA SAT									
36	Su	630A-7A	-	30	-	-	\$25.00	10/11-10/11	1	1	\$25.00
		Buy Comment: SUNDAY JOURNAL									

---REPORT TOTALS---

Report Totals: 73 / \$16,600.00

---SALES MONTHLY TOTALS---

Oct2015: 73 / \$16,600.00

Order Totals: 73 / \$16,600.00

Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$53,548.39

CABL	.00%	EBRZ	.00%	IBRZ	.00%	JBRZ	.00%	KZUP	.00%
WAFB	62.00%	WBRL	.00%	WBRZ	31.00%	WBXH	.00%	WGMB	2.00%
WVLA	5.00%								

---COMPETITIVE COMMENTS---

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ACCURATE

Books [ENOV15]
Demos RA35+P

--- CREDIT RISK ---
STANDARD CREDIT TERMS