

## 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:**

WBRZ-TV - Baton Rouge

10/31/16

I, Michael Smith of MDSA Strategic Communications LLC,

being/on behalf of: Friends of Buddy Amoroso,

a legally qualified candidate of the Republican

political party for the office of: Metropolitan Council, District 8

in the Primary

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>see attached</u>				
		<u>11/6 - 11/7</u>			

Attach proposed schedule with charges (if available): \$5,980 gross / \$5,083 net

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

MDSA Strategic Communications

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:

Anthony Amoroso II

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**

10/25/16

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Denise Robichaux

Signature

Denise Robichaux

Printed Name

Director of Sales

Title



WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MDSA STRATEGIC COMMUNICATIONS  
PO BOX 295  
ST FRANCISVILLE, LA 70775

# Contract # 22304

Schedule Dates 11/06/16-11/07/16  
Advertiser BUDDY AMOROSO FOR METRO COUNCIL DISTRICT  
Agency MDSA STRATEGIC COMMUNICATIONS (1987)  
Product Political- Candidates ( no conflicts) (1070)  
Brand Buddy Amoroso Metro council District 8 Republicai  
Salesperson POLITICAL, Local (1025)  
Sales Office WBRZ sales  
Buyer Name SMITH, MICHAEL  
Phone/Fax (225) 806-6491 /  
CPE N/A  
Account Types Local/Political  
Billing Type Calendar  
Comments

Date Entered 10/28/16  
Last Modified 10/28/16  
Entered By Local Political  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$897.00  
Net Total \$5,083.00  
Sales Tax

ABC (WBRZ)		
By Calendar Month	Spots	Rate
Nov. 2016	6	\$5,980.00
Grand Total:	6	\$5,980.00

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	11/06/16-11/06/16	1	1:00	6:30A- 7A (CST)								1	1	\$80.00	\$80.00	ABC (WBRZ)		10/28/16
2.0	Normal Line / SPOT	11/06/16-11/06/16	1	1:00	8A- 9A (CST)								1	1	\$200.00	\$200.00	ABC (WBRZ)		10/28/16
3.0	Normal Line / SPOT	11/06/16-11/06/16	1	1:00	10P- 10:35P (CST)								1	1	\$1,750.00	\$1,750.00	ABC (WBRZ)		10/28/16
4.0	Normal Line / SPOT	11/07/16-11/07/16	1	1:00	6A- 7A (CST)								1	1	\$800.00	\$800.00	ABC (WBRZ)		10/28/16
5.0	Normal Line / SPOT	11/07/16-11/07/16	1	1:00	6P- 6:30P (CST)								1	1	\$1,400.00	\$1,400.00	ABC (WBRZ)		10/28/16
6.0	Normal Line / SPOT	11/07/16-11/07/16	1	1:00	10P- 10:35P (CST)								1	1	\$1,750.00	\$1,750.00	ABC (WBRZ)		10/28/16

## CONFIRMATION CONTRACT

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