

# 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> <u>WBRZ Baton Rouge LA</u>	<b>Date:</b> <u>10-11-16</u>
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I, Shelby Rouillier,  
 being/on behalf of: Mack "Bodi" White,  
 a legally qualified candidate of the Republican  
 political party for the office of: Mayor/President EBR  
 in the primary  
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached			10/12-10/23/16		

Attach proposed schedule with charges (if available):

\$36,800 gross/  
\$31,280/net

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

Bodi White for Mayor

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:

Phil Preis 225-478-9206

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***

10/4/16

Date

Shelby Rouillier

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

MEDIA WISE  
PO BOX 77708  
BATON ROUGE, LA 70879

## Contract # 22194

Schedule Dates 10/12/16-10/23/16  
Advertiser BODI WHITE (3908)  
Agency MEDIA WISE (1180)  
Product Political- Mayor (1064)  
Brand 10/12-10/23 (13445)  
Salesperson POLITICAL, Local (1025)  
Sales Office WBRZ sales  
Buyer Name /  
Phone/Fax N/A  
CPE N/A  
Account Types Local/Political  
Billing Type Calendar  
Comments

Date Entered 10/11/16  
Last Modified 10/11/16  
Entered By Local Political  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,520.00  
Net Total \$31,280.00  
Sales Tax

ABC (WBRZ)	By Calendar Month	Spots	Rate
	Oct. 2016	88	\$36,800.00
Grand Total:		88	\$36,800.00

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	10/12/16-10/14/16	1	:30	5A- 6A (CST)				1	1	1			3	\$225.00	\$675.00	ABC (WBRZ)		10/11/16
2.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	5A- 6A (CST)		1	1	1	1	1			5	\$225.00	\$1,125.00	ABC (WBRZ)		10/11/16
3.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	6A- 7A (CST)				1	1	1			3	\$400.00	\$1,200.00	ABC (WBRZ)		10/11/16
4.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	6A- 7A (CST)		3	X	X	X	X			3	\$400.00	\$1,200.00	ABC (WBRZ)		10/11/16
5.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	7A- 9A (CST)				1	1	1			3	\$450.00	\$1,350.00	ABC (WBRZ)		10/11/16
6.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	7A- 9A (CST)		3	X	X	X	X			3	\$450.00	\$1,350.00	ABC (WBRZ)		10/11/16
7.0	Normal Line / SPOT	10/15/16-10/22/16	1	:30	7A- 8A (CST)		1					X		2	\$175.00	\$350.00	ABC (WBRZ)		10/11/16
8.0	Normal Line / SPOT	10/16/16-10/16/16	1	:30	7A- 8A (CST)		1						X	1	\$175.00	\$175.00	ABC (WBRZ)		10/11/16
9.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	9A- 10A (CST)				1	1	1			3	\$200.00	\$600.00	ABC (WBRZ)		10/11/16
10.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	9A- 10A (CST)		1	1	1	1	1			5	\$200.00	\$1,000.00	ABC (WBRZ)		10/11/16
11.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	12P- 1P (CST)				1	1	1			3	\$200.00	\$600.00	ABC (WBRZ)		10/11/16
12.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	3P- 4P (CST)				1	1	1			3	\$150.00	\$450.00	ABC (WBRZ)		10/11/16
13.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	3P- 4P (CST)		1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBRZ)		10/11/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:





WBRZ  
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14.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	4P-4:30P (CST)	3			1	1	1			3	\$275.00	\$825.00	ABC (WBRZ)		10/11/16
15.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	4P-4:30P (CST)	2	X	X	X	X	X			2	\$275.00	\$550.00	ABC (WBRZ)		10/11/16
16.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	12P-1P (CST)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	ABC (WBRZ)		10/11/16
17.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	5P-5:30P (CST)	3			1	1	1			3	\$575.00	\$1,725.00	ABC (WBRZ)		10/11/16
18.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	6P-6:30P (CST)	3			1	1	1			3	\$700.00	\$2,100.00	ABC (WBRZ)		10/11/16
19.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	6P-6:30P (CST)	3	X	X	X	X	X			3	\$700.00	\$2,100.00	ABC (WBRZ)		10/11/16
20.0	Normal Line / SPOT	10/15/16-10/22/16	1	:30	6P-6:30P (CST)	1						X		2	\$350.00	\$700.00	ABC (WBRZ)		10/11/16
21.0	Normal Line / SPOT	10/16/16-10/23/16	1	:30	5:30P-6P (CST)	1							X	2	\$425.00	\$850.00	ABC (WBRZ)		10/11/16
22.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	6:30P-7P (CST)	3			1	1	1			3	\$1,100.00	\$3,300.00	ABC (WBRZ)		10/11/16
23.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	6:30P-7P (CST)	1	X	X	X	X	X			1	\$1,100.00	\$1,100.00	ABC (WBRZ)		10/11/16
24.0	Normal Line / SPOT	10/15/16-10/22/16	1	:30	6:30P-7P (CST)	1						X		2	\$450.00	\$900.00	ABC (WBRZ)		10/11/16
25.0	Normal Line / SPOT	10/12/16-10/14/16	1	:30	10P-10:35P (CST)	3			1	1	1			3	\$875.00	\$2,625.00	ABC (WBRZ)		10/11/16
26.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	10P-10:35P (CST)	3	X	X	X	X	X			3	\$875.00	\$2,625.00	ABC (WBRZ)		10/11/16
27.0	Normal Line / SPOT	10/15/16-10/15/16	1	:30	10:35P-11:05P (CST)	1						X		1	\$500.00	\$500.00	ABC (WBRZ)		10/11/16

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28.0	Normal Line / SPOT	10/16/16-10/23/16	1	:30	10P- 10:35P (CST)	1							X	2	\$875.00	\$1,750.00	ABC (WBRZ)		10/11/16
29.0	Normal Line / SPOT	10/16/16-10/23/16	1	:30	10:35P- 11:05P (CST)	1							X	2	\$375.00	\$750.00	ABC (WBRZ)		10/11/16
30.0	Normal Line / SPOT	10/15/16-10/15/16	1	:30	11A- 2:30P (CST)	2						X		2	\$450.00	\$900.00	ABC (WBRZ)		10/11/16
31.0	Normal Line / SPOT	10/15/16-10/15/16	1	:30	2:30P- 6P (CST)	2						X		2	\$450.00	\$900.00	ABC (WBRZ)		10/11/16
32.0	Normal Line / SPOT	10/15/16-10/15/16	1	:30	7P- 10:35P (CST)	1						X		1	\$675.00	\$675.00	ABC (WBRZ)		10/11/16
33.0	Normal Line / SPOT	10/16/16-10/16/16	1	:30	8A- 9A (CST)	1							X	1	\$100.00	\$100.00	ABC (WBRZ)		10/11/16

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