

## 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 - Baton Rouge

**Date:**

10/25

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		<u>10/25 - 11/8</u>			

Attach proposed schedule with charges (if available):

Gross \$35,760

Net \$30,396

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 Roullier

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

Denise Robichaux

Signature

Denise Robichaux

Printed Name

DOS

Title



WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MEDIA WISE  
PO BOX 77708  
BATON ROUGE, LA 70879

## Contract # 22265

Schedule Dates 10/26/16-11/08/16  
Advertiser BODI WHITE-MAYOR OF EBR-R (3908)  
Agency MEDIA WISE (1180)  
Product Political- Mayor (1064)  
Brand 10/25-11/7 EBR MAYOR (13501)  
Salesperson POLITICAL, Local (1025)  
Sales Office WBRZ sales  
Buyer Name /  
Phone/Fax N/A  
CPE Local/Political  
Account Types Calendar  
Billing Type  
Comments

Date Entered 10/25/16  
Last Modified 10/25/16  
Entered By Local Political  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,364.00  
Net Total \$30,396.00  
Sales Tax

ABC (WBRZ)	Spots	Rate
By Calendar Month		
Oct. 2016	46	\$17,635.00
Nov. 2016	50	\$18,125.00
Grand Total:	96	\$35,760.00

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	10/26/16-10/28/16	1	:30	5A- 6A (CST)				1	1	1			3	\$225.00	\$675.00	ABC (WBRZ)		10/25/16
2.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	5A- 6A (CST)		1	1	1	1	1			5	\$225.00	\$1,125.00	ABC (WBRZ)		10/25/16
3.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	5A- 6A (CST)		1							1	\$225.00	\$225.00	ABC (WBRZ)		10/25/16
4.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	9A- 10A (CST)				1	1	1			3	\$200.00	\$600.00	ABC (WBRZ)		10/25/16
5.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	9A- 10A (CST)		1	1	1	1	1			5	\$200.00	\$1,000.00	ABC (WBRZ)		10/25/16
6.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	9A- 10A (CST)		1							1	\$200.00	\$200.00	ABC (WBRZ)		10/25/16
7.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	3P- 4P (CST)				1	1	1			3	\$150.00	\$450.00	ABC (WBRZ)		10/25/16
8.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	3P- 4P (CST)		1	1	1	1	1			5	\$150.00	\$750.00	ABC (WBRZ)		10/25/16
9.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	3P- 4P (CST)		1							1	\$150.00	\$150.00	ABC (WBRZ)		10/25/16
10.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	6A- 7A (CST)				1	1	1			3	\$400.00	\$1,200.00	ABC (WBRZ)		10/25/16
11.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	6A- 7A (CST)		3	X	X	X	X			3	\$400.00	\$1,200.00	ABC (WBRZ)		10/25/16
12.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	6A- 7A (CST)		1							1	\$400.00	\$400.00	ABC (WBRZ)		10/25/16
13.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	7A- 9A (CST)				1	1	1			3	\$450.00	\$1,350.00	ABC (WBRZ)		10/25/16

## CONFIRMATION CONTRACT

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





WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MEDIA WISE  
PO BOX 77708  
BATON ROUGE, LA 70879

## Contract # 22265

**Schedule Dates** 10/26/16-11/08/16  
**Advertiser** BODI WHITE-MAYOR OF EBR-R (3908)  
**Agency** MEDIA WISE (1180)  
**Product** Political- Mayor (1064)  
**Brand** 10/25-11/7 EBR MAYOR (13501)  
**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** 10/25/16  
**Last Modified** 10/25/16  
**Entered By** Local Political  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,364.00  
**Net Total** \$30,396.00  
**Sales Tax**

ABC (WBRZ)		
By Calendar Month	Spots	Rate
Oct. 2016	46	\$17,635.00
Nov. 2016	50	\$18,125.00
Grand Total:	96	\$35,760.00

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
14.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	7A-9A (CST)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	ABC (WBRZ)		10/25/16
15.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	7A-9A (CST)	1	1							1	\$450.00	\$450.00	ABC (WBRZ)		10/25/16
16.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	12P-1P (CST)				1	1	1			3	\$200.00	\$600.00	ABC (WBRZ)		10/25/16
17.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	12P-1P (CST)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	ABC (WBRZ)		10/25/16
18.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	12P-1P (CST)	1	1							1	\$200.00	\$200.00	ABC (WBRZ)		10/25/16
19.0	Normal Line / SPOT	10/29/16-11/05/16	1	:30	6P-6:30P (CST)	1						X		2	\$350.00	\$700.00	ABC (WBRZ)		10/25/16
20.0	Normal Line / SPOT	10/29/16-11/05/16	1	:30	10:35P-11:05P (CST)	1						X		2	\$500.00	\$1,000.00	ABC (WBRZ)		10/25/16
21.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	4P-4:30P (CST)	2			X	X	X			2	\$275.00	\$550.00	ABC (WBRZ)		10/25/16
22.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	4P-4:30P (CST)	2	X	X	X	X	X			2	\$275.00	\$550.00	ABC (WBRZ)		10/25/16
23.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	4P-4:30P (CST)	1	1							1	\$275.00	\$275.00	ABC (WBRZ)		10/25/16
24.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	6P-6:30P (CST)				1	1	1			3	\$700.00	\$2,100.00	ABC (WBRZ)		10/25/16
25.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	6P-6:30P (CST)	3	X	X	X	X	X			3	\$700.00	\$2,100.00	ABC (WBRZ)		10/25/16
26.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	6P-6:30P (CST)	1	1							1	\$700.00	\$700.00	ABC (WBRZ)		10/25/16
27.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	6:30P-7P (CST)	1	1		X	X	X			1	\$1,100.00	\$1,100.00	ABC (WBRZ)		10/25/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MEDIA WISE  
PO BOX 77708  
BATON ROUGE, LA 70879

## Contract # 22265

**Schedule Dates** 10/26/16-11/08/16  
**Advertiser** BODI WHITE-MAYOR OF EBR-R (3908)  
**Agency** MEDIA WISE (1180)  
**Product** Political- Mayor (1064)  
**Brand** 10/25-11/7 EBR MAYOR (13501)  
**Salesperson** POLITICAL, Local (1025)  
**Sales Office** WBRZ sales  
**Buyer Name** /  
**Phone/Fax** N/A  
**CPE** Local/Political  
**Account Types** Calendar  
**Billing Type** Calendar  
**Comments**

**Date Entered** 10/25/16  
**Last Modified** 10/25/16  
**Entered By** Local Political  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,364.00  
**Net Total** \$30,396.00  
**Sales Tax**

ABC (WBRZ)		
By Calendar Month	Spots	Rate
Oct. 2016	46	\$17,635.00
Nov. 2016	50	\$18,125.00
Grand Total:	96	\$35,760.00

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
28.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	6:30P- 7P (CST)	1	X	X	X	X	X			1	\$1,100.00	\$1,100.00	ABC (WBRZ)		10/25/16
29.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	6:30P- 7P (CST)	1								1	\$1,100.00	\$1,100.00	ABC (WBRZ)		10/25/16
30.0	Normal Line / SPOT	10/26/16-10/28/16	1	:30	10P- 10:35P (CST)	3			1	1	1			3	\$875.00	\$2,625.00	ABC (WBRZ)		10/25/16
31.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	10P- 10:35P (CST)	3	X	X	X	X	X			3	\$875.00	\$2,625.00	ABC (WBRZ)		10/25/16
32.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	10P- 10:35P (CST)	1								1	\$875.00	\$875.00	ABC (WBRZ)		10/25/16
33.0	Normal Line / SPOT	10/26/16-10/27/16	1	:30	11:35P- 12:05A (CST)	2			1	1				2	\$70.00	\$140.00	ABC (WBRZ)		10/25/16
34.0	Normal Line / SPOT	10/31/16-11/03/16	1	:30	11:35P- 12:05A (CST)	4								4	\$70.00	\$280.00	ABC (WBRZ)		10/25/16
35.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	11:35P- 12:05A (CST)	1	1	1	1	1				1	\$70.00	\$70.00	ABC (WBRZ)		10/25/16
36.0	Normal Line / SPOT	11/04/16-11/04/16	1	:30	12:05A- 12:35A (CST)	1					X			1	\$70.00	\$70.00	ABC (WBRZ)		10/25/16
37.0	Normal Line / SPOT	10/29/16-11/05/16	1	:30	7A- 8A (CST)	2					X			2	\$175.00	\$350.00	ABC (WBRZ)		10/25/16
38.0	Normal Line / SPOT	10/29/16-11/05/16	1	:30	6:30P- 7P (CST)	2					X			2	\$450.00	\$900.00	ABC (WBRZ)		10/25/16
39.0	Normal Line / SPOT	10/30/16-11/06/16	1	:30	7A- 8A (CST)	2					X			2	\$175.00	\$350.00	ABC (WBRZ)		10/25/16
40.0	Normal Line / SPOT	10/30/16-11/06/16	1	:30	5:30P- 6P (CST)	2					X			2	\$425.00	\$850.00	ABC (WBRZ)		10/25/16
41.0	Normal Line / SPOT	10/30/16-11/06/16	1	:30	10P- 10:35P (CST)	2					X			2	\$875.00	\$1,750.00	ABC (WBRZ)		10/25/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

MEDIA WISE  
PO BOX 77708  
BATON ROUGE, LA 70879

# Contract # 22265

Schedule Dates	10/26/16-11/08/16	Date Entered	10/25/16
Advertiser	BODI WHITE-MAYOR OF EBR-R (3908)	Last Modified	10/25/16
Agency	MEDIA WISE (1180)	Entered By	Local Political
Product	Political- Mayor (1064)	CO-OP	No
Brand	10/25-11/7 EBR MAYOR (13501)	Headline #	
Salesperson	POLITICAL, Local (1025)	Demo	
Sales Office	WBRZ sales	Order Type	Normal
Buyer Name	/	Package Deal	
Phone/Fax	N/A	Commission %	15.00
CPE		Commission	\$5,364.00
Account Types	Local/Political	Net Total	\$30,396.00
Billing Type	Calendar	Sales Tax	
Comments			

ABC (WBRZ)		
By Calendar Month	Spots	Rate
Oct. 2016	46	\$17,635.00
Nov. 2016	50	\$18,125.00
Grand Total:	96	\$35,760.00

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
42.0	Normal Line / SPOT	10/29/16-10/29/16	1	:30	11A- 6P (CST)	1						X		1	\$450.00	\$450.00	ABC (WBRZ)		10/25/16
43.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	5A- 6A (CST)	1		X						1	\$225.00	\$225.00	ABC (WBRZ)		10/25/16
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:	Accepted-Station:		Date:	Comments:													