

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Dale Deason, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Timothy Kelly

Authorized committee:

Tim Kelly for Mayor

Agency requesting time (and contact information):

N/A Deasonworks Advertising LLC

Candidate's political party:

N/A

Office sought (no acronyms or abbreviations):

Mayor of Chattanooga

Date of election:

April 13th, 2021 (Runoff Election)

General  Primary

Treasurer of candidate's authorized committee:

Jelena Butler

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

- the candidate listed above who is a legally qualified candidate, or  
 the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

Candidate/Committee/Agency	Station Representative
Signature: <i>Dale Deason</i>	Signature: <i>Fatima Martinez</i>
Name: Dale Deason	Name: Fatima Martinez
Date of Request to Purchase Ad Time: April 6th, 2021	Date of Station Agreement to Sell Time: 4-6-21

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 4-6-21

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>17012</u>	Station Call Letters: <u>WBDX / WJLJ</u>	Date Received/Requested: <u>4/6/21</u>
Est. #: <u>N/A</u>	Station Location: <u>2321 Hickory Valley</u>	Run Start and End Dates: <u>4/7/21 - 4/13/21</u>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



Jim Gumm <jim@j103.com>

### Tim Kelly for Mayor

1 message

**Dale Deason** <deasonworks@gmail.com>  
To: Jim Gumm <jim@j103.com>

Tue, Apr 6, 2021 at 8:55 AM

Morning Jim-

Let's please run the attached :60, 6a-7p, 4/7-10, 4/12 6x per day....and 6a-12Noon 4/13, 3x. <sup>4x</sup>

33x total. \$1023.00 gross.

NAB form attached. You can pick up the check or I can send you .jpeg and we can mail it today.

Let me know what works best for you.

Thank-you!  
-Dale

*\$ 29.42*

--  
**deasonworks advertising LLC**  
McDonald, TN  
office/studio 423.596.1505

---

**2 attachments**

**NAB signed 4:6:21.pdf**  
1042K

**Radio 60 Kelly Tim Plan Closer 60R Full Mix V2 2-23-21 (1).mp3**  
2349K



Jim Gumm &lt;jim@j103.com&gt;

**Re: Tim Kelly for Mayor**

1 message

**Dale Deason** <deasonworks@gmail.com>

Tue, Apr 6, 2021 at 10:17 AM

To: Jim Gumm &lt;jim@j103.com&gt;

Thanks Jim!

On Tue, Apr 6, 2021 at 10:08 AM Jim Gumm &lt;jim@j103.com&gt; wrote:

Dale,

Here is what we're going to air for Tim Kelly for Mayor

Wed 4/7 6 Commercials from 6:00 AM-7:00 PM (\$29.42 per-spot) \$176.52  
Thur 4/8 6 Commercials from 6:00 AM-7:00 PM (\$29.42 per-spot) \$176.52  
Fri 4/9 6 Commercials from 6:00 AM-7:00 PM (\$29.42 per-spot) \$176.52  
Sat 4/10 6 Commercials from 6:00 AM-7:00 PM (\$29.42 per-spot) \$176.52  
Sun 4/11 NONE  
Mon 4/12 6 Commercials from 6:00 AM-7:00 PM (\$29.42 per-spot) \$176.52  
Tue 4/13 4 Commercials from 6:00 AM-12:00 Noon (\$29.42 per-spot) \$117.68

34 Total Commercials (\$1,000.28)

On Tue, Apr 6, 2021 at 8:56 AM Dale Deason &lt;deasonworks@gmail.com&gt; wrote:

Morning Jim-

Let's please run the attached :60, 6a-7p, 4/7-10, 4/12 6x per day....and 6a-12Noon 4/13, 3x.

33x total. \$1023.00 gross.

NAB form attached. You can pick up the check or I can send you .jpeg and we can mail it today.

Let me know what works best for you.

Thank-you!

-Dale

--

**deasonworks advertising LLC**

McDonald, TN

office/studio 423.596.1505

--

**Jim Gumm**

Account Executive

Partners for Christian Media Inc.

(C) 423-584-0360

[p] (423) 892-1200

[e] jim@j103.com | [w] <http://www.j103.com/>

[a] 2321 Hickory Valley Rd, Chattanooga, TN 37421



--  
**deasonworks advertising LLC**  
McDonald, TN  
office/studio 423.596.1505

Partners/Christian Media  
 2321 Hickory Valley Rd.  
 Chattanooga, Tennessee 37421  
 Phone: (423) 892-1200

Advertiser: Tim Kelly for Mayor  
 Order #: 2649994821964  
 Contract #: 17012  
 Date Entered: 04/06/2021  
 Last Modified: 04/06/2021  
 Product: Tim Kelly for Mayor April 2021  
 Salesperson: Jim Gumm  
 Billing Cycle: Calendar Month  
 Estimate #:

DEASONWORKS ADVERTISING, LLC  
 7655 OWL HOLLOW TRAIL  
 MCDONALD, TN 37353

Order Date Range: 04/07/2021 through 04/13/2021 (1 weeks)  
 Media Outlets: WBDX-WJLJ-FM

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	04/07/21-04/10/21	WBDX-WJLJ-FM	06:00AM-07:00PM	60	--	--	6	6	6	6	--	24	29.42	24	706.08
2	04/12/21-04/12/21	WBDX-WJLJ-FM	06:00AM-07:00PM	60	6	--	--	--	--	--	--	6	29.42	6	176.52
3	04/13/21-04/13/21	WBDX-WJLJ-FM	06:00AM-12:00PM	60	--	4	--	--	--	--	--	4	29.42	4	117.68

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
WBDX-WJLJ-FM	34	0	0	0	\$1,000.28	\$150.04	\$850.24
<b>Totals</b>	<b>34</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$1,000.28</b>	<b>\$150.04</b>	<b>\$850.24</b>

Total Charges: \$1,000.28  
 Agency Commission: \$150.04  
 Total Net: \$850.24

**Projected Billing By Calendar Month**

Month	Year	Gross Billing	Net Billing
April	2021	\$1,000.28	\$850.24
<b>Totals</b>		<b>\$1,000.28</b>	<b>\$850.24</b>

Accepted for Partners/Christian Media

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

# INVOICE



Invoice #: IN-1210425198  
Invoice Date: 04/20/2021  
Contract #: 17012  
Page: 1  
Net Amount Due: \$850.24

Agency: DEASONWORKS ADVERTISING, LLC  
7655 OWL HOLLOW TRAIL  
MCDONALD, TN 37353

Station(s): WBDX-WJLJ-FM

Advertiser: Tim Kelly for Mayor  
Product: Tim Kelly for Mayor April

Estimate #:  
Agency Client Code:

Buyer Name: Dale Deason

Salesperson(s): Jim Gumm

Terms: Net 30

Day	Date	Time	Ln	Length	Product	ISCI	Rate
WED	04/07/21	06:21:15a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
WED	04/07/21	07:07:10a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
WED	04/07/21	10:50:15a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
WED	04/07/21	03:20:00p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
WED	04/07/21	04:37:15p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
WED	04/07/21	05:36:30p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
THU	04/08/21	09:08:15a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
THU	04/08/21	10:51:45a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
THU	04/08/21	11:51:00a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
THU	04/08/21	12:21:30p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
THU	04/08/21	01:51:15p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
THU	04/08/21	02:37:45p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
FRI	04/09/21	08:21:15a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
FRI	04/09/21	09:37:45a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
FRI	04/09/21	10:20:45a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
FRI	04/09/21	01:51:30p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
FRI	04/09/21	03:36:45p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
FRI	04/09/21	06:50:45p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
SAT	04/10/21	06:50:30a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
SAT	04/10/21	07:21:00a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
SAT	04/10/21	11:51:00a	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
SAT	04/10/21	12:21:30p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
SAT	04/10/21	04:51:15p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
SAT	04/10/21	06:50:30p	1	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
MON	04/12/21	06:53:00a	2	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
MON	04/12/21	08:38:00a	2	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
MON	04/12/21	12:51:45p	2	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
MON	04/12/21	01:21:30p	2	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
MON	04/12/21	04:22:00p	2	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
MON	04/12/21	06:08:45p	2	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
TUE	04/13/21	09:21:45a	3	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
TUE	04/13/21	10:51:45a	3	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42
TUE	04/13/21	11:22:00a	3	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42

# INVOICE



**Invoice #:** IN-1210425198  
**Invoice Date:** 04/20/2021  
**Contract #:** 17012  
**Page:** 2  
**Net Amount Due:** \$850.24

Day	Date	Time	Ln	Length	Product	ISCI	Rate
TUE	04/13/21	11:51:30a	3	60	Tim Kelly for Mayor April	Tim Kelly for Mayor April 2021	\$29.42

Remit To:  
Partners for Christian Media  
PO Box 24297  
Chattanooga, TN 37422

**Invoice Totals**  
Total Spots: 34  
Gross Amount: \$1,000.28  
Agency Commission: (\$150.04)  
Net Amount Due: \$850.24

The payment is due and payable within 15 days of the date of the invoice. Thank You For Your Support! All commercials reflected on this invoice were simulcast on WBDX-FM and WJLJ-FM.  
This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity.

Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for discriminatory purposes, including but not limited to decisions not to place advertising on particular station on the base of race, gender, national origin, or ancestry.

For questions regarding this invoice, please contact Fatima at 423-424-1298.  
Copy of Electronic Invoice