



KLAX
P.O. Box 8818
Alexandria, LA 71306

DAN MCKAY JR
P.O. BOX 720
BUNKIE, LA 71322

Contract # 9372

Schedule Dates 10/13/14-10/26/14
Advertiser DAN MCKAY JR FOR CITY JUDGE (2159)
Agency DAN MCKAY JR (1262)
Product POLITICAL - JUDGE (1059)
Brand POLITICAL 2014 (4099)
Salesperson CARTER, CINDY (1040)
Sales Office ALEXANDRIA
Buyer Name MCKAY, DAN
Phone/Fax (318) 346-2042 /
CPE N/A
Account Types Local/Political Agency
Billing Type Calendar
Comments

Date Entered 10/08/14
Last Modified 10/09/14
Entered By Cindy Carter
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$76.50
Net Total \$433.50
Sales Tax

| Alexandria (KLAX) | | |
|-------------------|-------|----------|
| By Calendar Month | Spots | Rate |
| Oct. 2014 | 22 | \$510.00 |
| Grand Total: | 22 | \$510.00 |

| 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 |
|------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|-------------------|----------|---------|
| 1.2 | Normal Line / SPOT | 10/14/14-10/16/14 | 3 | :30 | 4A-6:30A (CST) | | | 1 | | 1 | | | | 2 | \$10.00 | \$20.00 | Alexandria (KLAX) | | 10/9/14 |
| 2.0 | Normal Line / SPOT | 10/13/14-10/17/14 | 2 | :30 | 10A-11A (CST) | | 1 | | 1 | | 1 | | | 3 | \$20.00 | \$60.00 | Alexandria (KLAX) | | 10/8/14 |
| 3.0 | Normal Line / SPOT | 10/14/14-10/16/14 | 2 | :30 | 3P-4P (CST) | | | 1 | 1 | 1 | | | | 3 | \$20.00 | \$60.00 | Alexandria (KLAX) | | 10/8/14 |
| 4.0 | Normal Line / SPOT | 10/13/14-10/13/14 | 2 | :30 | 10:35P-11:06P (CST) | | 1 | | | | | | | 1 | \$50.00 | \$50.00 | Alexandria (KLAX) | | 10/8/14 |
| 5.0 | Normal Line / SPOT | 10/17/14-10/17/14 | 2 | :30 | 1P-2P (CST) | | | | | | 1 | | | 1 | \$25.00 | \$25.00 | Alexandria (KLAX) | | 10/8/14 |
| 6.0 | Normal Line / SPOT | 10/21/14-10/23/14 | 2 | :30 | 10A-11A (CST) | | | 1 | | 1 | | | | 2 | \$20.00 | \$40.00 | Alexandria (KLAX) | | 10/8/14 |
| 7.0 | Normal Line / SPOT | 10/20/14-10/24/14 | 2 | :30 | 1P-2P (CST) | | 1 | | | 1 | 1 | | | 3 | \$25.00 | \$75.00 | Alexandria (KLAX) | | 10/8/14 |
| 8.0 | Normal Line / SPOT | 10/21/14-10/21/14 | 2 | :30 | 3P-4P (CST) | | | 1 | | | | | | 1 | \$20.00 | \$20.00 | Alexandria (KLAX) | | 10/8/14 |
| 9.0 | Normal Line / SPOT | 10/22/14-10/22/14 | 2 | :30 | 10:35P-11:06P (CST) | | | | | 1 | | | | 1 | \$50.00 | \$50.00 | Alexandria (KLAX) | | 10/8/14 |
| 10.0 | Normal Line / SPOT | 10/25/14-10/26/14 | 2 | :30 | 7A-9A (CST) | | | | | | | 1 | 1 | 2 | \$40.00 | \$80.00 | Alexandria (KLAX) | | 10/8/14 |
| 11.0 | Normal Line / SPOT | 10/20/14-10/24/14 | 3 | :30 | 4A-6:30A (CST) | | 1 | | 1 | | 1 | | | 3 | \$10.00 | \$30.00 | Alexandria (KLAX) | | 10/8/14 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

DAN MCKAY FOR JUDGE

OCT 13 - 26,2014

\$510 GROSS

\$433.50 NET

| | TIME | LENGTH | COST | MON 13-Oct | TUE 14-Oct | WED 15-Oct | THU 16-Oct | FRI 17-Oct | SAT | SUN | |
|----------------|--------------|--------|-------|---------------|---------------|---------------|---------------|---------------|-----|-----|------|
| ABC AMERICA IN | | | | | | | | | | | |
| THE MORNING | 4-6:30AM | :30 | 10-#3 | | 1 | 1 | 1 | | | | 2 20 |
| THE VIEW | 10-11A | | 20-#2 | 1 | | | | 1 | | | 3 60 |
| GENERAL HOSP | 1-2P | | 25-#2 | | | | | 1 | | | 1 25 |
| QUEEN LATIFA | 3-4P | | 20-#2 | | 1 | 1 | 1 | | | | 3 60 |
| JIMMY KIMMEL | 10:35-11:06P | | 50-#2 | 1 | | | | | | | 1 50 |
| | | | | | | | | | | | 215 |

| | | | | | | | | | | | |
|----------------|--------------|-----|-------|---|---|---|---|---|---|--|------|
| ABC AMERICA IN | | | | | | | | | | | |
| THE MORNING | 4-6:30AM | :30 | 10-#3 | 1 | | 1 | | 1 | | | 3 30 |
| GMA | 7-9A | | 40-#2 | | | | | | 1 | | 2 80 |
| THE VIEW | 10-11A | | 20-#2 | | 1 | | 1 | | | | 2 40 |
| GENERAL HOSP | 1-2P | | 25-#2 | 1 | | | 1 | 1 | | | 3 75 |
| QUEEN LATIFA | 3-4P | | 20-#2 | | 1 | | | | | | 1 20 |
| JIMMY KIMMEL | 10:35-11:06P | | 50-#2 | | | 1 | | | | | 1 50 |

GROSS 295
 15% 510
 NET 76.5
 433.5

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:

KLAX-TV Alexandria, LA

Date:

10-8-2014

I, DAN McRAY For Judge,

being/on behalf of:

SELF

, a legally

qualified candidate of the

DEMOCRAT

political

party for the office of:

JUDGE

in the

Nov 4, 2014 Primary

election to be held on:

NOVEMBER 4, 2014

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| : 30 | | | | | |

Total Charges: \$510.00 Gross \$433.50 NET

Cont # 9372

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

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:

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
 Date 10-8-14
 Signature [Signature]

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature [Signature]
 Printed Name Ginny Carter
 Title Media Counselor

DAN MCKAY FOR JUDGE

LIC.318-346-2336

PO BOX 720

404 WALNUT STREET

BUNKIE, LA 71322

84-125

652 4

128

Oct. 8, 2014

PAY TO THE ORDER OF

\$433.50

Four Hundred Thirty Three & 50/100 DOLLARS

Security Features
Included
Protect Your Bank



MEMO Oct. 13-26

⑆065201255⑆ 1649789⑈

00128

SPECIALTY GRAY