

AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18, as revised August 27, 2013)

I, Maggie Clark Media Services, Inc., on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The time will be used by the candidate or authorized committee, published on the reverse side of this order, and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable system, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices (not applicable to federal candidates). *The station, or cable system, issuing this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☐ federal ☒ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

8/9/19

Date Order Released to Station or Cable System

Lebra Gump

Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

Don J. Moore, GSM

Station or Cablecast Representative and Title

☒ Accepted ☐ Rejected

POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time and Times per Week, Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System's Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

CONTRACT**ELOX****Send All Correspondence to:****208 Debuys Road****Biloxi, MS 39531****Sales T & C: www.gray.tv/advertising****(228) 896-1313**

And:

Maggie Clark Media Services**139 Bent Creek Drive****Brandon, MS 39047**

<u>Contract / Revision</u> 1299003 /		<u>Alt Order #</u>
<u>Advertiser</u> Bill Waller for Governor		<u>Original Date / Revision</u> 08/09/19 / 08/09/19
<u>Contract Dates</u> 08/12/19 - 08/18/19	<u>Estimate #</u>	
<u>Product</u> BW TV:Run-Off 8-13 to 8-15		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> ELOX	<u>Account Executive</u> Don Moore	<u>Sales Office</u> Biloxi Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 17.00
<u>Agy Code</u> 9913180	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 4095	<u>Advertiser Ref</u> 168149	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	ELOX	08/12/19	08/18/19	CBS Price Is Right	M-F 10-11a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-1-1---				2	\$100.00	3.40			
N 2	ELOX	08/12/19	08/18/19	Jeopardy	M-F 6-630p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-111---				3	\$125.00	3.40			
Totals										17.00		5	\$575.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/29/19 -08/15/19	5	\$575.00	(\$86.25)	\$488.75
Totals	5	\$575.00	(\$86.25)	\$488.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.

POLITICAL ADVERTISING: Confirmation Order

Order #: 408-3039 Revision #: Date: 8/9/2019

Client: Bill Waller for Governor
 Media: TV
 Product: Run-Off Election
 Market: Biloxi-Gulfport
 Primary Demo: Adults 35-64
 Separation between spots: 15

Estimate: 408
 Description: BW TV: Run-Off 8/13 8:15
 Flight Start Date: 8/13/2019 05:00 AM
 Flight End Date: 8/15/2019 11:35 PM
 Survey: Aug19 Proj. (Aug18 HUT, Jun19 SHR)
 DMA Rentrak Live Only
 Buyer: Maggie Clark

Vendor: ELOX-TV
 ELOX-TV Station
 P. O. Box 4596
 Biloxi, MS 39535
 Contact: Don Moore, Political
 E-Mail: dmoore@wlox.com
 Phone: (228) 896-0791
 Fax: (228) 697-0653

Send Billing To: *Maggie Clark*
 M.E.D.I.A. SERVICES
 139 Bent Creek Drive
 Brandon, MS 39047
 Phone: 601-992-3111
 Fax: 601-992-4111
 Buyer: Maggie Clark
 maggiec@mlarkmedia.com

Affiliation: CBS

Estimate Comments:

Commercial with link will be emailed Monday morning, 8/12.
 We will Fed Ex Overnight Priority to arrive Monday morning, 8/12, this order published on our pre-printed political order form with PB-18 on back and payment in advance.

Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue 8/13	Wed 8/14	Thu 8/15	Total Spots	Adults 35-64 Rtg/CPP	Adults 65+ Rtg/CPP
ELOX-TV										
Tu, Th 10:00a-11:00a Price is Right	DT	\$100.00	\$85.00	30	1		1	2	3.4 \$29.41	5.7 \$17.54
Tu-Th 6:00p- 6:30p Jeopardy!	PA	\$125.00	\$106.25	30	1	1	1	3	3.4 \$36.76	6.5 \$19.23
Total Spots:					2	1	2	5	17.0 \$33.82	30.9 \$18.61
Total GRP:					6.8	3.4	6.8			
Total CPP:										
Total Cost:		\$575.00		\$488.75				5		
Station Monthly Summary										
AUG 19		\$575.00		\$488.75				5		
Total Cost:		\$575.00		\$488.75				5		

Signature: *Don F. Moore*
 Please sign to confirm schedule/cost. Return to agent.

Disclaimer:

This schedule has been paid in advance by Bill Waller for Governor, a committee. Eddy Waller, Chairman. Ellen Williams, Treasurer. Bill Waller is a legally qualified Republican candidate seeking the office of Governor, State of Mississippi. The Republican Run-Off will be held Tuesday, August 27, 2019. Please include Estimate No. on invoice. Makegoods must be approved in advance by agency. They must run in same daypart and be equal to or greater in value. Include Estimate No. on Invoices. MGs must be approved in advance & must air w/ specified TP/Flight Dates as well as be equal or greater in value of target GRP Demo estimate.

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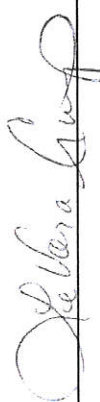
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8/9/19
Date Order Released to Station or Cable System


Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☒ Accepted ☐ Rejected

Station or Cablecast Representative and Title

POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN:

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time and Times per Week, Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station or Cable System's Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

CONTRACT



WLOX
Send All Correspondence to:
208 Debuys Road
Biloxi, MS 39531
Sales T & C: www.gray.tv/advertising
(228) 896-1313

And:

Maggie Clark Media Services
139 Bent Creek Drive
Brandon, MS 39047

<u>Contract / Revision</u> 1299004 /		<u>Alt Order #</u>
<u>Advertiser</u> Bill Waller for Governor		<u>Original Date / Revision</u> 08/09/19 / 08/09/19
<u>Contract Dates</u> 08/12/19 - 08/18/19	<u>Estimate #</u>	
<u>Product</u> BW TV: Run-Off 8-13 to 8-15		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLOX	<u>Account Executive</u> Don Moore	<u>Sales Office</u> Biloxi Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 249.80
<u>Agency Code</u> 9913180	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 4095	<u>Advertiser Ref</u> 168149	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLOX	08/12/19	08/18/19	M-F 6-7a News	M-F 6-7a		:30				NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-222---				6	\$325.00	11.10			
N 2	WLOX	08/12/19	08/18/19	ABC Good Morning America	M-F 7-9a		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-111---				3	\$275.00	9.60			
N 3	WLOX	08/12/19	08/18/19	M-F 11a News	M-F 11-1130a		:30				NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-111---				3	\$110.00	4.40			
N 4	WLOX	08/12/19	08/18/19	M-F 4p News	M-F 4-430p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-111---				3	\$125.00	6.30			
N 5	WLOX	08/12/19	08/18/19	Inside Edition	M-F 430-5p		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-111---				3	\$150.00	7.80			
N 6	WLOX	08/12/19	08/18/19	M-F 5p News	M-F 5-530p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-111---				3	\$450.00	11.90			
N 7	WLOX	08/12/19	08/18/19	M-F 6p News	M-F 6-630p		:30				NM	2	\$1,390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	-1-1---				2	\$695.00	14.60			
N 8	WLOX	08/12/19	08/18/19	Wheel of Fortune	M-F 630-7p		:30				NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	--11---				2	\$625.00	10.90			
N 9	WLOX	08/12/19	08/18/19	M-F 10p Late News	M-F 10-1035p		:30				NM	1	\$695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/12/19	08/18/19	---1---				1	\$695.00	12.20			
Totals												26	\$8,615.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/29/19 - 08/15/19	26	\$8,615.00	(\$1,292.25)	\$7,322.75
Totals	26	\$8,615.00	(\$1,292.25)	\$7,322.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.

**WLOX****Send All Correspondence to:****208 Debuys Road****Biloxi, MS 39531****Sales T & C: www.gray.tv/advertising
(228) 896-1313**

<u>Contract / Revision</u> 1299004 /		<u>Alt Order #</u>
<u>Advertiser</u> Bill Waller for Governor		<u>Original Date / Revision</u> 08/09/19 / 08/09/19
<u>Contract Dates</u> 08/12/19 - 08/18/19	<u>Product</u> BW TV: Run-Off 8-13 to	<u>Estimate #</u>

Signature: _____ **Date:** _____

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POLITICAL ADVERTISING: Confirmation Order

Revision #: Date: 8/9/2019

Order #: 408-3040

Client: Bill Waller for Governor

Estimate: 408

Vendor: WLOX-TV

Send Billing To:

Media: TV

Description: BW TV: Run-Off 8/13.815

WLOX-TV

Maggie Clark
MEDIA SERVICES

Product: Run-Off Election

Flight Start Date: 8/13/2019 05:00 AM

208 DeBuys Road

139 Bent Creek Drive

Market: Biloxi-Gulfport

Flight End Date: 8/15/2019 11:35 PM

Biloxi, MS 39531

Brandon, MS 39047

Primary Demo: Adults 35-64

Survey: Aug19 Proj. (Aug18 HUT, Jun19 SHR)

Contact: Don Moore, Political

Phone: 601-992-3111

Separation between spots: 15

Buyer: Maggie Clark

E-Mail: dmoore@wlox.com

Fax: 601-992-4111

Phone: (228) 896-0791

Buyer: Maggie Clark

Fax: (228) 697-0653 (cell)

maggiecl@mclarkmedia.com

Estimate Comments:

Commercial with link will be emailed Monday morning, 8/12.
We will Fed Ex Overnight Priority to arrive Monday morning, 8/12, this order published on our pre-printed political order form with PB-18 on back and payment in advance.

Affiliation: ABC

Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue 8/13	Wed 8/14	Thu 8/15	Total Spots	Adults 35-64 Rtg/CPP	Adults 65+ Rtg/CPP
WLOX-TV										
Tu-Th 6:00a-7:00a Good Morning MS	EM	\$325.00	\$276.25	30	2	2	2	6	11.1 \$29.28	11.3 \$28.76
Tu-Th 7:00a-9:00a Good AM America	EM	\$275.00	\$233.75	30	1	1	1	3	9.6 \$28.65	11.2 \$24.55
Tu-Th 11:00a-11:30a WLOX Midday News	DT	\$110.00	\$93.50	30	1	1	1	3	4.4 \$25.00	7.0 \$15.71
Tu-Th 4:00p-4:30p The 4 O'Clock Show	EF	\$125.00	\$106.25	30	1	1	1	3	6.3 \$19.84	9.5 \$13.16
Tu-Th 4:30p-5:00p Inside Edition	EF	\$150.00	\$127.50	30	1	1	1	3	7.8 \$19.23	11.7 \$12.82
Tu-Th 5:00p-5:30p WLOX 5P News	EN	\$450.00	\$382.50	30	1	1	1	3	11.9 \$37.82	17.8 \$25.28
Tu, Th 6:00p-6:30p WLOX 6P News	EN	\$695.00	\$590.75	30	1		1	2	14.6 \$47.60	20.4 \$34.07
W-Th 6:30p-7:00p Wheel of Fortune	PA	\$625.00	\$531.25	30		1	1	2	10.9 \$57.34	16.4 \$38.11
Th 10:00p-10:35p WLOX 10P News	LN	\$695.00	\$590.75	30			1	1	12.0 \$57.92	13.9 \$50.00

NAB Form PB-18 for Candidates: See reverse side for the Agreement Form for Political Candidate Advertisements.

Revision #:
Date: 8/9/2019

Order #: 408-3040

Date: 8/9/2019

Client: Bill Waller for Governor

Client:

Media:

Media: TV

Description: BW

Description: BW TV: Run-Off 813.815

Product: Run-Off Election

Flight Start Date: 8/13/2019 05:00 AM

Market: Biloxi-Gulfport

Flight End Date: 8/15/2019 11:35 PM

Primary Demo: Adults 35-64

Aug19 Proj. (Aug18 HUT, Jun19 SHR)

Separation between spots: 15

E-Mail: dmoore@wlox.com

Phone: (228) 896-0791

Phone: (228) 896-0791

Fax: (778) 697-0653 (cell)

Estimate Comments:

Affiliation: ABC

Commercial with link will be emailed Monday morning, 8/12.

We will Fed Ex Overnight Priority to arrive Monday morning, 8/12, this order published on our pre-printed political order form with PB-18 on back and payment in advance.

[illegible]

Signature:

Please sign to confirm schedule/cost. Return to agent.

Disclaimer:

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