

Candidate: Bob Ballinger
 Political Race: State Senate

Radio Media Buy
 Primary Election - May 2018

Mayberry Advertising
 501-888-3522

WEEK ONE

Mon Tue Wed Thu Fri Sat Sun

STATION	DAYS	TIME	LEN	PROGRAM	MAY			TOTAL SPOTS	Per Unit		TOTAL GROSS	TOTAL NET	
					18	19	20		GROSS	NET			
KWHN-1320 AM (News/Talk) -- Rush Limbaugh, Sean Hannity, Glenn Beck, Mark Levin, Dave Ramsey, etc.													
Weekday	6A-10A	:30	rotator		4	0	0	4	\$18.00	\$15.30	\$72.00	\$61.20	
Weekday	10A-3P	:30	rotator		5	0	0	5	\$27.00	\$22.95	\$135.00	\$114.75	
Weekday	3P-7P	:30	rotator		4	0	0	4	\$18.00	\$15.30	\$72.00	\$61.20	
Weekday	7P-12A	:30	rotator		4	0	0	4	\$5.00	\$4.25	\$20.00	\$17.00	
KWHN-1320 AM (News/Talk) -- Rush Limbaugh, Sean Hannity, Glenn Beck, Mark Levin, Dave Ramsey, etc.													
Weekend	10A-3P	:30	rotator		0	4	0	4	\$12.00	\$10.20	\$48.00	\$40.80	
Weekend	3P-7P	:30	rotator		0	4	0	4	\$12.00	\$10.20	\$48.00	\$40.80	
KMAG-99.1 (New Country)													
Weekday	6A-10A	:30	rotator		4	0	0	4	\$28.00	\$23.80	\$112.00	\$95.20	
Overall radio buy totals-Week 1					0	0	21	8	0	29	\$	507.00	\$430.95

WEEK TWO

Mon Tue

STATION	DAYS	TIME	LEN	PROGR.	MAY		TOTAL SPOTS	Per Unit		TOTAL GROSS	TOTAL NET
					21	22		GROSS	NET		
KWHN-1320 AM (News/Talk) -- Rush Limbaugh, Sean Hannity, Glenn Beck, Mark Levin, Dave Ramsey, etc.											
Weekday	6A-10A	:30	rotator		4	4	8	\$18.00	\$15.30	\$144.00	\$122.40
Weekday	10A-3P	:30	rotator		5	4	9	\$27.00	\$22.95	\$243.00	\$206.55
Weekday	3P-7P	:30	rotator		4	4	8	\$18.00	\$15.30	\$144.00	\$122.40
Weekday	7P-12A	:30	rotator		4	0	4	\$5.00	\$4.25	\$20.00	\$17.00
KMAG-99.1 (New Country)											
Weekday	6A-10A	:30	rotator		4	4	8	\$28.00	\$23.80	\$224.00	\$190.40
Weekday	3P-7P	:30	rotator		4	4	8	\$27.00	\$22.95	\$216.00	\$183.60
Overall radio buy totals-Week 2					25	20	45	\$		991.00	\$842.35

RADIO MEDIA TOTAL: MAY 18-22 **74** **\$ 1,498.00** **\$ 1,273.30**



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Order Confirmation

Bob Ballinger for Senate
Mayberry Advertising
3022 E Woodson Lateral Rd
Hensley, AR 72065

Advertiser No: 687063
Start Date: 05/18/2018
End Date: 05/22/2018
Month Type: Broadcast
Entered: 5/17/2018 1:53 PM by Fusion
Last Update: 5/17/2018 1:53 PM by Fusion
SpI Read Inv:
AE:
Note:
Note 2:

Order No: 1117161697
Contract/Code #:
Co-op: No
Package: No
CPE:
Revision #: 0
Agency Comm: 15%

Market	Station	Blind To	Start Date	End Date	No On W. W. Days	Skip W. M T W T F S S	Spots/ W.	Copy Group	Spot Len.	Priority Revenue Type	Rate	Ord. Spots	Sch. Spots	Ord. Cost	Sch. Cost
1 Fort Smith	KWJN-AM	Commercial	05/18/18	05/18/18	1 1 1 1 0 0 0	X	4	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	18.00	4	4	72.00	4.00
2 Fort Smith	KWJN-AM	Commercial	05/18/18	05/18/18	1 1 1 1 0 0 0	X	5	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	27.00	5	5	135.00	5.00
3 Fort Smith	KWJN-AM	Commercial	05/18/18	05/18/18	1 1 1 1 0 0 0	X	4	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	18.00	4	4	72.00	4.00
4 Fort Smith	KWJN-AM	Commercial	05/18/18	05/18/18	1 1 1 1 0 0 0	X	4	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	5.00	4	4	20.00	4.00
5 Fort Smith	KWJN-AM	Commercial	05/19/18	05/19/18	1 1 1 1 0 0 0	X	4	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	12.00	4	4	48.00	4.00
6 Fort Smith	KWJN-AM	Commercial	05/19/18	05/19/18	1 1 1 1 0 0 0	X	4	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	12.00	4	4	48.00	4.00
7 Fort Smith	KMAG-FM	Commercial	05/18/18	05/18/18	1 1 1 1 0 0 0	X	4	751949 ALL/BOB BALLINGER SENATE/30	30	75 Local Agency- Sales	28.00	4	4	112.00	4.00



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Order Confirmation

Page 2 of 5
Printed: 5/17/2018 2:24 PM
Order No: 1117161697

Market Station	Blind To	Start Date	End Date	No On Of Air Sch W. W. Days	Skip W. M T W T F S S	Spots/ W.	Copy Group	Spot Len.	Priority Revenue	Rate Type	Ord. Spots	Sch. Spots	Ord. Cost	Sch. Cost
8 Fort Smith KMG-FM Commercial		05/21/18	05/22/18	1 1 0	0 4 4 0 0 0 0	8	751949 ALL/BOB BALLINGER SENATE/30	30	75	28.00	8	0	224.00	0.00
9 Fort Smith KMG-FM Commercial		05/21/18	05/22/18	1 1 0	0 4 4 0 0 0 0	8	751949 ALL/BOB BALLINGER SENATE/30	30	75	27.00	8	2	216.00	2.00
10 Fort Smith KWHN-AM Commercial		05/21/18	05/22/18	1 1 0	0 4 4 0 0 0 0	8	751949 ALL/BOB BALLINGER SENATE/30	30	75	18.00	8	8	144.00	8.00
11 Fort Smith KWHN-AM Commercial		05/21/18	05/22/18	1 1 0	0 5 4 0 0 0 0	9	751949 ALL/BOB BALLINGER SENATE/30	30	75	27.00	9	9	243.00	9.00
12 Fort Smith KWHN-AM Commercial		05/21/18	05/22/18	1 1 0	0 4 4 0 0 0 0	8	751949 ALL/BOB BALLINGER SENATE/30	30	75	18.00	8	8	144.00	8.00
13 Fort Smith KWHN-AM Commercial		05/21/18	05/21/18	1 1 0	0 4 0 0 0 0 0	4	751949 ALL/BOB BALLINGER SENATE/30	30	75	5.00	4	4	20.00	4.00

Scheduled Spots: 60

Scheduled Gross: \$1,112.00

Agency Commission: \$166.80

Scheduled Net: \$945.20

No. of Spots/Misc/Digital: 74/0/0

Ordered Gross: \$1,498.00

Agency Commission: \$224.70

Ordered Net: \$1,273.30

Total Net Due: \$1,273.30

1498.00	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
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Order Confirmation

Amount Ord:	74	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gross:	1498.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net:	1273.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Amount Sch:	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gross:	1,112.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net:	945.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

Accepted for Company: _____ Accepted for Advertiser: _____

Participating Customers
Bob Ballinger for Senate 100%

Spot Title	Spot ID	Cart No	Length	Duration	Rotation
ALL/BOB BALLINGER SENATE/30	751949				
Bob Ballinger for Senate	751953	7539070	30	5/18/2018 - 5/18/2018	1

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: KWHN - Fort Smith & KMAG	Date: 5-17-18
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I, Andy Mayberry,
 being/on behalf of: Bob Ballinger, a legally
 qualified candidate of the Republican political
 party for the office of: State Senate
 in the Primary
 election to be held on: May 22, 2018

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					

Total Charges:

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:

Bob Ballinger for State Senate

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:

N/A

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).

To Be Signed By Candidate or Authorized Committee

5-17-18

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Del Williams

Printed Name

Sales

Title