

NAB Form PB-18 Candidates

## 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:****Date:**

WBKZ Baton Rouge, LA

October 8, 2015

I, Anna Reed,being/on behalf of: Lavee Taylor,a legally qualified candidate of the Republicanpolitical party for the office of: Board of Elementary and Secondary Education (Dist. 6)in the Primaryelection to be held on: October 24, 2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Flight -	*Sent via email 10/9 - 10/23				

**Attach proposed schedule with charges (if available):**

Gross total - \$11,100

Net total - \$9435.00

## NAB Form PB-18 Candidates

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

Creative Communications, Inc.

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:

Randal Hayden

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***

10/5/15  
Date

Randy Hayden  
Signature

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

☒ Accepted

☐ Accepted in Part

☐ Rejected

Della Berning  
Signature

Della Berning  
Printed Name

10/8/15  
Title



WBRZ  
1650 Highland Rd  
Baton Rouge, LA 70802

CREATIVE COMMUNICATIONS-  
13144 PERKINS RD  
BATON ROUGE, LA 70810

## Contract # 19778

Schedule Dates	10/09/15-10/23/15	Date Entered	10/08/15
Advertiser	LAREE TAYLOR(BESE DIST 6)R (3749)	Last Modified	10/08/15
Agency	CREATIVE COMMUNICATIONS- (1928)	Entered By	Michael Bird
Product	Political- Candidates ( no conflicts) (1070)	CO-OP	No
Brand	Lavee Taylor for BESE District 6 (12119)	Headline #	
Salesperson	POLITICAL, Local (1025)	Demo	
Sales Office	WBRZ sales	Order Type	Normal
Buyer Name	REED, ANNA	Package Deal	
Phone/Fax	(225) 614-8050 /	Commission %	15.00
CPE	N/A	Commission	\$1,665.00
Account Types	Local/Political	Net Total	\$9,435.00
Billing Type	Calendar	Sales Tax	
Comments			

ABC (WBRZ)		
By Calendar Month	Spots	Rate
Oct. 2015	16	\$11,100.00
Grand Total:	16	\$11,100.00

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	10/09/15-10/09/15	1	:30	6P- 6:30P (CST)						1			1	\$650.00	\$650.00	ABC (WBRZ)		10/8/15
2.0	Normal Line / SPOT	10/09/15-10/09/15	1	:30	10P- 10:35P (CST)						1			1	\$1,100.00	\$1,100.00	ABC (WBRZ)		10/8/15
3.0	Normal Line / SPOT	10/10/15-10/10/15	1	:30	6P- 6:30P (CST)							1		1	\$300.00	\$300.00	ABC (WBRZ)		10/8/15
4.0	Normal Line / SPOT	10/12/15-10/23/15	1	:30	6P- 6:30P (CST)	2	X	X	X	X	X			4	\$650.00	\$2,600.00	ABC (WBRZ)		10/8/15
5.0	Normal Line / SPOT	10/12/15-10/23/15	1	:30	10P- 10:35P (CST)	2	X	X	X	X	X			4	\$1,100.00	\$4,400.00	ABC (WBRZ)		10/8/15
6.0	Normal Line / SPOT	10/19/15-10/23/15	1	:30	5P- 5:30P (CST)	2	X	X	X	X	X			2	\$500.00	\$1,000.00	ABC (WBRZ)		10/8/15
7.0	Normal Line / SPOT	10/19/15-10/23/15	1	:30	4P- 4:30P (CST)	1	X	X	X	X	X			1	\$300.00	\$300.00	ABC (WBRZ)		10/8/15
8.1	Normal Line / SPOT	10/19/15-10/23/15	1	:30	6A- 7A (CST)	1	X	X	X	X	X			1	\$400.00	\$400.00	ABC (WBRZ)		10/8/15
9.0	Normal Line / SPOT	10/10/15-10/10/15	1	:30	10:35P- 11:05P (CST)							1		1	\$350.00	\$350.00	ABC (WBRZ)		10/8/15

CONFIRMATION CONTRACT

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