

POLITICAL ADVERTISING: Confirmation Order

Order #: 364-2642

Revision #:

Date: 6/4/2019

Client: Bill Waller for Governor

Estimate: 364

Vendor: WDAM-TV

Send Billing To:

Media: TV

Description: BW TV: Jun 12-18

2362 Hwy. 11

Maggie Clark
MEDIA SERVICES

Product: Primary Election

Flight Start Date: 6/12/2019 05:00 AM

P.O. Box 16269

Market: Laurel-Hattiesburg, MS

Flight End Date: 6/18/2019 11:45 PM

Moselle, MS 39459

Primary Demo: Adults 35-64

Survey: Jul19 Proj. (Jul18 HUT, Apr19 SHR)

Contact: Cindy Smith, Account Manager

Separation between spots: 15

E-Mail: csmith@wdam.com

Phone: 601-450-4717

Fax: 601-544-4730 (cell)

Phone: 601-992-3111

Fax: 601-992-4111

Buyer: Maggie Clark

Estimate Comments:

Please air FSBW 1111 "Signs" (.30) for all scheduled spots.
Payment with this order & PB-18 on back will be Fed Ex'd Priority Overnight. Thank you.

Affiliation: NBC

Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 6/12	Thu 6/13	Fri 6/14	Sat 6/15	Sun 6/16	Mon 6/17	Tue 6/18	Total Spots	Adults 35-64 Rtg/CPP	Adults 65+ Rtg/CPP
WDAM-TV														
Sa 6:00p-6:30p	EN	\$150.00	\$127.50	30				1				1	8.7	13.9
WDAM 7-6P News/Sa													\$17.24	\$10.79
W-F, M-Tu 6:30p-7:00p	PA	\$300.00	\$255.00	30		1				1	1	3	10.5	14.3
Wheel of Fortune													\$28.57	\$20.98
Sa 6:30p-7:00p	PA	\$110.00	\$93.50	30				1				1	6.4	10.5
Wheel of Fortune/Sa													\$17.19	\$10.48
Sa 7:00p-9:00p	PT	\$110.00	\$93.50	30				1				1	4.0	5.0
DateLine NBC													\$27.50	\$22.00
W-F, M-Tu 10:00p-10:35p	LN	\$450.00	\$382.50	30	1	1	1			1	1	5	11.9	14.1
WDAM 7-10P News													\$37.82	\$31.91
Sa 10:00p-10:35p	LN	\$300.00	\$255.00	30				1				1	12.1	14.9
WDAM 7-10P Nws/Sa													\$24.79	\$20.13
Su 10:00p-10:35p	LN	\$225.00	\$191.25	30					1			1	13.6	15.7
WDAM 7-10P Nws/Su													\$16.54	\$14.33
Total Spots:													48	
Total GRP:													450.2	548.3
Total CPP:													\$22.07	\$18.12

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Primary Demo: Adults 35-64

Survey: Jul19 Proj. (Jul18 HUT, Apr19 SHR)

Contact: Cindy Smith, Account Manager

Separation between spots: 15

E-Mail: csmith@wdam.com

139 Bent Creek Drive

Phone: 601-450-4717

Brandon, MS 39047

Fax: 601-544-4730 (cell)

Phone: 601-992-3111

Affiliation: NBC

Fax: 601-992-4111

Estimate Comments:

Please air FSBW 1111 "Signs" (.30) for all scheduled spots.
Payment with this order & PB-18 on back will be Fed Ex'd Priority Overnight. Thank you.

Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 6/12	Thu 6/13	Fri 6/14	Sat 6/15	Sun 6/16	Mon 6/17	Tue 6/18	Total Spots
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Total Cost: \$9,935.00 \$8,444.75

48

Station Monthly Summary

JUN 19 \$9,935.00 \$8,444.75
Total Cost: \$9,935.00 \$8,444.75

48 48

Signature: _____

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 Mississippi Secretary of State. The Republican Primary will be held Tuesday, August6, 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's/Flight Dates as well as be equal or greater in value of target GRP Demo estimate.

ORDER

Orders	Order / Rev:	1219741	
	Alt Order #:	364-2642	
	Product Desc:	Pol Candidate Atty Gen Primary Election	
	Estimate:	364	WDAM
	Flight Dates:	06/12/19 - 06/18/19	Primary AE: Cindy Smith
	Original Date / Rev:	06/05/19 / 06/05/19	Sales Office: PIB-N
	Order Type:	NORMAL	Sales Region: National
Agency	Name:	Maggie Clark Media Services	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		139 Bent Creek Drive	Billing Cycle: EOM/EOC
		Brandon, MS 39047	Agency Commission: 15%
Advertiser	Name:	Bill Waller for Governor	
	Demographic:	A25-54	New Business Thru:
	Product Codes:	Candidate - State - Governor	Advertiser External ID: 168149
	Revenue Code 1:	AGY	Agency External ID: 4095
	Revenue Code 2:	POL	Unit Code: General
	Revenue Code 3:	POL-CAND	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/27/19	06/18/19	48	\$9,935.00	\$8,444.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2019	48	\$9,935.00	\$8,444.75	0.00
Totals	48	\$9,935.00	\$8,444.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cindy Smith			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDAM	06/12/19	06/18/19	M-F 530a News M-F 530a News	CM	M-F 530-6a	MTWTF--	:30	5	\$105.00	P-03	0.00	NM	5	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/19	06/18/19	MTWTF--		5				\$105.00		0.00			
N 2	WDAM	06/12/19	06/18/19	M-F 6a News M-F 6a News	CM	M-F 6-7a	MTWTF--	:30	10	\$200.00	P-03	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/19	06/18/19	MTWTF--		10				\$200.00		0.00			
N 3	WDAM	06/12/19	06/18/19	NBC Today Show NBC Today Show	CM	M-F 7-9a	MTWTF--	:30	5	\$125.00	P-03	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/19	06/18/19	MTWTF--		5				\$125.00		0.00			
N 4	WDAM	06/12/19	06/18/19	NBC Sa Today NBC Sa Today	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----S-	:30	1	\$35.00	P-03	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/19	06/18/19	-----S-		1				\$35.00		0.00			
N 5	WDAM	06/12/19	06/18/19	M-F 4p-430p M-F 4p-430p	CM	M-F 4-430p	MTWT---	:30	4	\$75.00	P-03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/12/19	06/18/19	MTWT---		4				\$75.00		0.00			
N 6	WDAM	06/12/19	06/13/19		CM	M-F 430-5p	--WT---	:30	2	\$95.00	P-03	0.00	NM	2	\$190.00

Order / Rev: 1219741
 Alt Order #: 364-2642
 Flight Dates: 06/12/19 - 06/18/19

Advertiser: Bill Waller for Governor
 Product Desc: Pol Candidate Atty Gen Primary Election
 Estimate: 364

WDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430p-5p											
				M-F 430p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	--WT---					2	\$95.00		0.00			
N 7	WDAM	06/12/19	06/18/19	M-F 5p News	CM	M-F 5-530p	MTWTF--	:30	4	\$200.00	P-04	0.00	NM	4	\$800.00
				M-F 5p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	MTWT---					4	\$200.00		0.00			
N 8	WDAM	06/12/19	06/18/19	5p Sun News	CM	Su 5-530p	-----S	:30	1	\$65.00	P-03	0.00	NM	1	\$65.00
				5p Sun News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	-----S					1	\$65.00		0.00			
N 9	WDAM	06/12/19	06/18/19	M-F 6p News	CM	M-F 6-630p	M--TF--	:30	3	\$450.00	P-03	0.00	NM	3	\$1,350.00
				M-F 6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	M--TF--					3	\$450.00		0.00			
N 10	WDAM	06/12/19	06/18/19	6p Sat News	CM	Sa 6-630p	-----S-	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				6p Sat News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	-----S-					1	\$150.00		0.00			
N 11	WDAM	06/12/19	06/18/19	M-F 630p-7p	CM	M-F 630-7p	MT-T---	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	MT-T---					3	\$300.00		0.00			
N 12	WDAM	06/12/19	06/18/19	Sat 630p-7p	CM	Sa 630-7p	-----S-	:30	1	\$110.00	P-03	0.00	NM	1	\$110.00
				Sat 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	-----S-					1	\$110.00		0.00			
N 13	WDAM	06/12/19	06/18/19	NBC Saturday Prime 2 Hour	CM	7:00 PM-9:00 PM	-----S-	:30	1	\$110.00	P-03	0.00	NM	1	\$110.00
				NBC Saturday Prime 2 Hour		(7:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	-----S-					1	\$110.00		0.00			
N 14	WDAM	06/12/19	06/18/19	M-F 10p News	CM	M-F 10-1035p	MTWTF--	:30	5	\$450.00	P-03	0.00	NM	5	\$2,250.00
				M-F 10p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	MTWTF--					5	\$450.00		0.00			
N 15	WDAM	06/12/19	06/18/19	Sat 10p News	CM	Sat 10-1030p	-----S-	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
				Sat 10p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	-----S-					1	\$300.00		0.00			
N 16	WDAM	06/12/19	06/18/19	Sun 10p News	CM	Sun 10-1030p	-----S	:30	1	\$225.00	P-03	0.00	NM	1	\$225.00
				Sun 10p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/12/19	06/18/19	-----S					1	\$225.00		0.00			
													Totals	48	\$9,935.00