

# POLITICAL ADVERTISING: Confirmation Order

Order #: 364-2642

Revision #:

Date: 6/4/2019

Client: Bill Waller for Governor

Estimate: 364

Vendor: WDMAM-TV

Send Billing To:

Media: TV Description: BW TV: Jun 12-18

2362 Hwy. 11

*Maggie Clark*  
M-E-D-I-A-S-E-R-V-I-C-E-S

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

139 Bent Creek Drive  
Brandon, MS 39047

Fax: 601-544-4730 (cell)

Phone: 601-992-3111  
Fax: 601-992-4111

Affiliation: NBC

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.

Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed Dur	Thu 6/12	Fri 6/13	Sat 6/14	Sun 6/15	Mon 6/16	Tue 6/17	Total Spots	Adults 35-64 Rtg/CPP	Adults 65+ Rtg/CPP
WDMAM-TV														
W-F, M-Tu 5:30a-6:00a	EM	\$105.00	\$89.25	30	1	1	1	1	1	1	1	5	6.7	6.6
WDMAM 5:30A Sunrise													\$15.67	\$15.91
W-F, M-Tu 6:00a-7:00a	EM	\$200.00	\$170.00	30	2	2	2	2	2	2	2	10	9.5	9.6
WDMAM 7 - 6A News													\$21.05	\$20.83
W-F, M-Tu 7:00a-9:00a Today Show	EM	\$125.00	\$106.25	30	1	1	1	1	1	1	1	5	8.3	9.3
Sa 7:00a-9:00a Today Show/Sa	EM	\$35.00	\$29.75	30					1			1	3.8	4.7
W-F, M-Tu 4:00p-4:30p Inside Edition	EF	\$75.00	\$63.75	30	1	1	1	1	1	1	1	4	6.3	9.3
W-F, M-Tu 4:30p-5:00p Jeopardy!	EF	\$95.00	\$80.75	30	1	1	1	1	1	1	1	2	7.8	11.4
W-F, M-Tu 5:00p-5:30p WDMAM 7 -5P News	EN	\$200.00	\$170.00	30	1	1	1	1	1	1	1	4	12.9	17.7
Su 5:00p-5:30p WDMAM 7 -5P News	EN	\$65.00	\$55.25	30					1			1	5.0	8.1
W-F, M-Tu 6:00p-6:30p WDMAM 7 -6P News	EN	\$450.00	\$382.50	30	1	1	1	1	1	1	1	3	14.4	18.6
													\$31.25	\$24.19

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

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Client: Bill Waller for Governor

Estimate: 364

Vendor: WDMAM-TV

Send Billing To:

*Maggie Clark*  
MAGGIE CLARK

Media: TV

Description: BW TV: Jun 12-18

2362 Hwy. 11  
P.O. Box 16269  
Moselle, MS 39459

Product: Primary Election

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

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

Market: Laurel/Hattiesburg, MS

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

Contact: Cindy Smith, Account Manager

Separation between spots: 15

DMA Rentrak Live Only

E-Mail: csmith@wdam.com

Phone: 601-992-3111

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.

Phone: 601-450-4717

Fax: 601-544-4730 (cell)

Affiliation: NBC

Buyer: Maggie Clark

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	
WDMAM-TV Sa 6:00p-6:30p WDMAM 7-6P News/Sa	EN	\$150.00	\$127.50	30				1				1	8.7	13.9	
W-F, M-Tu 6:30p-7:00p Wheel of Fortune	PA	\$300.00	\$255.00	30		1				1		3	10.5	14.3	
Sa 6:30p-7:00p Wheel of Fortune/Sa	PA	\$110.00	\$93.50	30				1				1	6.4	10.5	
Sa 7:00p-9:00p Dateline NBC	PT	\$110.00	\$93.50	30				1				1	4.0	5.0	
W-F, M-Tu 10:00p-10:35p WDMAM 7-10P News	LN	\$450.00	\$382.50	30	1	1	1			1	1	5	11.9	14.1	
Sa 10:00p-10:35p WDMAM 7-10P Nws/Sa	LN	\$300.00	\$255.00	30				1				1	12.1	14.9	
Su 10:00p-10:35p WDMAM 7-10P Nws/Su	LN	\$225.00	\$191.25	30					1			1	13.6	15.7	
<p>Total Spots: 8 10 6 5 2 9 8</p> <p>Total GRP: 72.9 97.8 60.3 35.0 18.6 90.0 75.6</p> <p>Total CPP: 450.2 548.3</p>													48	\$22.07	\$18.12

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Revision #:

Date: 6/4/2019

**Client:** Bill Waller for Governor

**Estimate:** 364  
**Description:** BW TV: Jun 12-18

**Vendor:** WDAM-TV  
 2362 Hwy. 11  
 P.O. Box 16269

**Send Billing To:**

*Maggie Clark*  
 MEDIA SERVICES

**Media:** TV

**Flight Start Date:** 6/12/2019 05:00 AM  
**Flight End Date:** 6/18/2019 11:45 PM

Moselle, MS 39459

**Product:** Primary Election

**Survey:** Jul19 Proj. (Jul18 HUT, Apr19 SHR)  
 DMA Rentrak Live Only

**Contact:** Cindy Smith, Account Manager

**Market:** Laurel-Hattiesburg, MS

**Separation between spots:** 15

**E-Mail:** csmith@wdam.com  
**Phone:** 601-450-4717  
**Fax:** 601-544-4730 (cell)

**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
<b>WDAM-TV</b>												
<b>Total Cost:</b>		\$9,935.00	\$8,444.75									48

**Station Monthly Summary**

JUN 19	\$9,935.00	\$8,444.75	48
<b>Total Cost:</b>	\$9,935.00	\$8,444.75	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  
**Flight Dates:** 06/12/19 - 06/18/19  
**Original Date / Rev:** 06/05/19 / 06/05/19  
**Order Type:** NORMAL

**WDAM**  
**Primary AE:** Cindy Smith  
**Sales Office:** PIB-N  
**Sales Region:** National

**Agency Name:** Maggie Clark Media Services  
**Buying Contact:**  
**Billing Contact:**  
 139 Bent Creek Drive  
 Brandon, MS 39047

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Bill Waller for Governor  
**Demographic:** A25-54  
**Product Codes:** Candidate - State - Governor  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Advertiser External ID:** 168149  
**Agency External ID:** 4095  
**Unit Code:** General

**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
<b>Totals</b>	<b>48</b>	<b>\$9,935.00</b>	<b>\$8,444.75</b>	<b>0.00</b>

**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 M-F 5p News	CM	M-F 5-530p	MTWTF--	:30	4	\$200.00	P-04	0.00	NM	4	\$800.00
		<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	\$200.00		0.00			
N 8	WDAM	06/12/19	06/18/19	5p Sun News 5p Sun News	CM	Su 5-530p	-----S	:30	1	\$65.00	P-03	0.00	NM	1	\$65.00
		<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	\$65.00		0.00			
N 9	WDAM	06/12/19	06/18/19	M-F 6p News M-F 6p News	CM	M-F 6-630p	M--TF--	:30	3	\$450.00	P-03	0.00	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:		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 6p Sat News	CM	Sa 6-630p	-----S-	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
		<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	\$150.00		0.00			
N 11	WDAM	06/12/19	06/18/19	M-F 630p-7p M-F 630p-7p	CM	M-F 630-7p	MT-T---	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
		<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	MT-T---					3	\$300.00		0.00			
N 12	WDAM	06/12/19	06/18/19	Sat 630p-7p Sat 630p-7p	CM	Sa 630-7p	-----S-	:30	1	\$110.00	P-03	0.00	NM	1	\$110.00
		<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	\$110.00		0.00			
N 13	WDAM	06/12/19	06/18/19	NBC Saturday Prime 2 Hour NBC Saturday Prime 2 Hour (7:00 PM-9:00 PM)	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	-----S-	:30	1	\$110.00	P-03	0.00	NM	1	\$110.00
		<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	\$110.00		0.00			
N 14	WDAM	06/12/19	06/18/19	M-F 10p News M-F 10p News	CM	M-F 10-1035p	MTWTF--	:30	5	\$450.00	P-03	0.00	NM	5	\$2,250.00
		<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	\$450.00		0.00			
N 15	WDAM	06/12/19	06/18/19	Sat 10p News Sat 10p News	CM	Sat 10-1030p	-----S-	:30	1	\$300.00	P-03	0.00	NM	1	\$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	-----S-					1	\$300.00		0.00			
N 16	WDAM	06/12/19	06/18/19	Sun 10p News Sun 10p News	CM	Sun 10-1030p	-----S	:30	1	\$225.00	P-03	0.00	NM	1	\$225.00
		<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	\$225.00		0.00			
<b>Totals</b>													<b>48</b>	<b>\$9,935.00</b>	