

ORDER



Orders
Order / Rev: 394670
Alt Order #: 34472168
Product Desc: Political
Estimate: 10.23-11.3
Flight Dates: 10/23/20 - 11/03/20
Original Date / Rev: 10/22/20 / 10/22/20
Order Type: TRANSACTIONAL

WFTL-AM
Primary AE: Eastman Philadelphia
Sales Office: N-EAS
Sales Region: National

Agency
Name: McLaughlin and Associates
Buying Contact:
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

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

Advertiser
Name: Ric Bradshaw for Sheriff
Demographic: HH
Product Codes: Candidates
Revenue Code 1: Agency Business
Revenue Code 2: Political
Revenue Code 3: Political Candidate
Priority: P-01

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	9	\$675.00	\$573.75
10/26/20	11/03/20	63	\$4,725.00	\$4,016.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	9	\$675.00	\$573.75	0.00
November 2020	63	\$4,725.00	\$4,016.25	0.00
Totals	72	\$5,400.00	\$4,590.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Eastman Philadelphia			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	WFTL	10/23/20	11/03/20	Mo-Fr AM Mo-Fr 6a-10a	CM	6a-10a	----3--	1:00	3	\$75.00	P-01	0.00	NM	24	\$1,800.00
AM - <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/19/20 10/25/20 ----3-- 3 \$75.00 0.00 Week: 10/26/20 11/01/20 33333-- 15 \$75.00 0.00 Week: 11/02/20 11/08/20 33----- 6 \$75.00 0.00															
N 2	WFTL	10/23/20	11/03/20	Mo-Fr Midday Mo-Fr 10a-3p	CM	10a-3p	----3--	1:00	3	\$75.00	P-01	0.00	NM	24	\$1,800.00
MD - <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/19/20 10/25/20 ----3-- 3 \$75.00 0.00 Week: 10/26/20 11/01/20 33333-- 15 \$75.00 0.00 Week: 11/02/20 11/08/20 33----- 6 \$75.00 0.00															
N 3	WFTL	10/23/20	11/03/20	Mo-Fr PM Mo-Fr 3p-7p	CM	3p-7p	----3--	1:00	3	\$75.00	P-01	0.00	NM	24	\$1,800.00
PM - <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/19/20 10/25/20 ----3-- 3 \$75.00 0.00 Week: 10/26/20 11/01/20 33333-- 15 \$75.00 0.00 Week: 11/02/20 11/08/20 33----- 6 \$75.00 0.00															
Totals														72	\$5,400.00

Oct 22, 20
 CONT# 34472168 Mod# Ver# 1 (Last =)
 REP EASTMAN
 TO WFTL-AM (West Palm Beach-Boca Raton, FL)
 FM JESSICA LAVORERIO.
 OFF PHILADELPHIA
 AGY MCLAUGHLIN AND ASSOCIATES
 ADDR 566 SOUTH ROUTE 303
 BLAUVELT, NY 10913

DDS CONT# 0
 C/P/E: na / na / 10.23-11.3

SALESPERSON FAX#

PH #

BYR MARIANNE CAMPBELL
 ADV RIC BRADSHAW FOR SHERIFF
 PDT Political
 FLT Oct 23, 20 - Nov 03, 20

* REP ORDER COMMENT *

** 10/22/2020 9:06:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR
 CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM IN THE SYSTEM.
 STEPHANIE.DAVIS@KATZMEDIA.COM 215-557-4233. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		FLIGHT 1							
	1.1F..	6A - 10A	60	10/23/2020 - 10/23/2020	1D	3	\$75.00	3
	1.2F..	10A - 3P	60	10/23/2020 - 10/23/2020	1D	3	\$75.00	3
	1.3F..	3P - 7P	60	10/23/2020 - 10/23/2020	1D	3	\$75.00	3
					** FLIGHT TOTALS **		9	\$675.00	
		FLIGHT 2							
	2.1	M.....	6A - 10A	60	10/26/2020 - 10/26/2020	1D	3	\$75.00	3
	2.2	M.....	10A - 3P	60	10/26/2020 - 10/26/2020	1D	3	\$75.00	3
	2.3	M.....	3P - 7P	60	10/26/2020 - 10/26/2020	1D	3	\$75.00	3
					** FLIGHT TOTALS **		9	\$675.00	
		FLIGHT 3							
	3.1	.T.....	6A - 10A	60	10/27/2020 - 10/27/2020	1D	3	\$75.00	3
	3.2	.T.....	10A - 3P	60	10/27/2020 - 10/27/2020	1D	3	\$75.00	3
	3.3	.T.....	3P - 7P	60	10/27/2020 - 10/27/2020	1D	3	\$75.00	3
					** FLIGHT TOTALS **		9	\$675.00	
		FLIGHT 4							
	4.1	..W....	6A - 10A	60	10/28/2020 - 10/28/2020	1D	3	\$75.00	3
	4.2	..W....	10A - 3P	60	10/28/2020 - 10/28/2020	1D	3	\$75.00	3
	4.3	..W....	3P - 7P	60	10/28/2020 - 10/28/2020	1D	3	\$75.00	3
					** FLIGHT TOTALS **		9	\$675.00	

Oct 22, 20
 CONT# 34472168 Mod# Ver# 1 (Last =)
 REP EASTMAN

DDS CONT# 0
 C/P/E: na / na / 10.23-11.3

FLIGHT 5									
5.1	...T...	6A - 10A	60	10/29/2020 - 10/29/2020	1D	3	\$75.00	3	
5.2	...T...	10A - 3P	60	10/29/2020 - 10/29/2020	1D	3	\$75.00	3	
5.3	...T...	3P - 7P	60	10/29/2020 - 10/29/2020	1D	3	\$75.00	3	
** FLIGHT TOTALS **						9	\$675.00		
FLIGHT 6									
6.1F..	6A - 10A	60	10/30/2020 - 10/30/2020	1D	3	\$75.00	3	
6.2F..	10A - 3P	60	10/30/2020 - 10/30/2020	1D	3	\$75.00	3	
6.3F..	3P - 7P	60	10/30/2020 - 10/30/2020	1D	3	\$75.00	3	
** FLIGHT TOTALS **						9	\$675.00		
FLIGHT 7									
7.1	M.....	6A - 10A	60	11/02/2020 - 11/02/2020	1D	3	\$75.00	3	
7.2	M.....	10A - 3P	60	11/02/2020 - 11/02/2020	1D	3	\$75.00	3	
7.3	M.....	3P - 7P	60	11/02/2020 - 11/02/2020	1D	3	\$75.00	3	
** FLIGHT TOTALS **						9	\$675.00		
FLIGHT 8									
8.1	.T.....	6A - 10A	60	11/03/2020 - 11/03/2020	1D	3	\$75.00	3	
8.2	.T.....	10A - 3P	60	11/03/2020 - 11/03/2020	1D	3	\$75.00	3	
8.3	.T.....	3P - 7P	60	11/03/2020 - 11/03/2020	1D	3	\$75.00	3	
** FLIGHT TOTALS **						9	\$675.00		

	Oct 20	Nov 20					
SPOTS	9	63					
CASH	675.00	4725.00					
TRADE	0.00	0.00					
NSL	0.00	0.00					
TOTAL	675.00	4725.00					

						TOTAL
SPOTS						72
CASH						5,400.00
TRADE						0.00
NSL						0.00
TOTAL						5,400.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, _____, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →	<input type="checkbox"/>	FEDERAL CANDIDATE
	<input checked="" type="checkbox"/>	STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Ric Bradshaw

Authorized committee:

Ric Bradshaw for Sheriff

Agency requesting time (and contact information):

☐ N/A ☒ McLaughlin Media

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Sheriff

Date of election:

November 3, 2020



General



Primary

Treasurer of candidate's authorized committee:

Kim LeeBove

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☒ the candidate listed above who is a legally qualified candidate, or

☐ the authorized committee of the legally qualified candidate listed above; ☒

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency

Signature

Marianne Campbell

Name: Marianne Campbell

Date of Request to Purchase Ad Time: 07.09.20

Station Representative

Signature:

Susan Israel

Name: SUSAN Israel

Date of Station Agreement to Sell Time: 10/22/2020

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒

Yes

☐

No

Date ad received:

10/22/2020

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):

☐

Yes

☐

No

☐

N/A

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

☐

Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

394670

Station Call Letters:

WFTL-AM

Date Received/Requested:

10/22/2020

Est. #:

1023113

Station Location:

West Palm Beach FL

Run Start and End Dates:

10/23-10/3/2020

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.