

# Sales Order

Station: WIL-FM Contract#: 0 Agency: STRATEGIC MEDIA SERVICES(STL)  
 Contract Name: SUSANBANTHISSEWIL51517 Address: 1911 N. Fort Myer Dr., Ste 400  
 Proposal#: 2FC6AD91-67C6-4577-89F7-31EDF0E5D4C1 City: Arlington State: VA Zip: 22209  
 Buyer: \_\_\_\_\_  
 Start Date: 5/15/17 End Date: 5/28/17 Tax Schedule: \_\_\_\_\_ (None)  
 Revenue Type: NATL/POL/AGCY Type: Cash Agency Commission %: 15  
 Advertiser: SUSAN B. ANTHONY LIST Billing Cycle: Standard  
 Address: \_\_\_\_\_ Salesperson: NATPHIL Comm %: 8.75  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Makegood Policy: ADVANCE APPROVAL  
 Product Name: Issue  
 Estimate #: 2929  
 Competitive Code: POLITICAL/NATIONAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	5/16/17	5/21/17		6:00 AM	10:00 AM	60		2	1	2	1			6	D	250.00	6	1,500.00		
2	5/16/17	5/21/17		10:00 AM	3:00 PM	60		2	2	1	1			6	D	250.00	6	1,500.00		
3	5/16/17	5/21/17		3:00 PM	7:00 PM	60		2	1	2	2			7	D	250.00	7	1,750.00		
4	5/15/17	5/21/17		10:00 AM	3:00 PM	60						2		2	D	125.00	2	250.00		
5	5/15/17	5/21/17		3:00 PM	7:00 PM	60						1		1	D	100.00	1	100.00		
6	5/22/17	5/28/17		6:00 AM	10:00 AM	60	3							3	D	250.00	3	750.00		
7	5/22/17	5/28/17		10:00 AM	3:00 PM	60	1							1	D	250.00	1	250.00		
8	5/22/17	5/28/17		3:00 PM	7:00 PM	60	1							1	D	250.00	1	250.00		

## Billing Projections: By Month

May 17  
 CA 6,350.00  
 ST 6,350.00

☒ Print Spot Prices

CASH IN ADVANCE

HUBBARD RADIO THANKS YOU FOR YOUR BUSINESS

TWO WEEK NOTICE OF CANCELLATION IS REQUIRED

Notes to Traffic: COPY, TRAFFIC, NAB FORM *1 rec'd*

IN-HOUSE; WAITING FOR PROOF OF PAYMENT;

MON 5/15 ARE BEING MG IN FLIGHT

New Business

TOTAL SPOTS 27

GROSS TOTAL \$ 6,350.00

ADJUSTED SPOTS 27

ADJUSTED TOTAL \$ 6,350.00

APPROVE DECLINE

☐ ☐ Sales Manager  
☐ ☐ General Sales Manager  
☐ ☐ Business Manager  
☐ ☐ General Manager

May 12, 17  
 CONT# 30818935 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO WIL-FM (St Louis, MO)  
 FM TERRANCE HOUSTON  
 OFF PHILADELPHIA  
 AGY STRATEGIC MEDIA SERVICES (STC)  
 ADDR 1911 NORTH FT MYER DRIVE SUITE 400  
 ARLINGTON, VA 22209

DDS CONT# 0  
 C/P/E: / / 2929

SALESPERSON FAX#

PH # 202-337-5700

BYR MICHELLE IRVIN  
 ADV SUSAN B. ANTHONY LIST  
 PDT Issue  
 FLT May 15, 17 - May 22, 17

\* REP ORDER COMMENT \*

\*\* 5/12/2017 12:32:00 PM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR  
 CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM.  
 STEPHANIE.DAVIS@KATZRADIOGROUP.COM OR CALL 215-557-4233. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
TERRY	1.1	<b>FLIGHT 1</b> M.....	6A - 10A	60	05/15/2017 - 05/15/2017	1D	1	\$250.00	1
	1.2	M.....	10A - 3P	60	05/15/2017 - 05/15/2017	1D	1	\$250.00	1
	1.3	M.....	3P - 7P	60	05/15/2017 - 05/15/2017	1D	2	\$250.00	2
	** FLIGHT TOTALS **						4	\$1,000.00	
	2.1	<b>FLIGHT 2</b> .T.....	6A - 10A	60	05/16/2017 - 05/16/2017	1D	2	\$250.00	2
TERRY	2.2	.T.....	10A - 3P	60	05/16/2017 - 05/16/2017	1D	1	\$250.00	+1 1
	2.3	.T.....	3P - 7P	60	05/16/2017 - 05/16/2017	1D	1	\$250.00	+1 1
	** FLIGHT TOTALS **						4	\$1,000.00	
	3.1	<b>FLIGHT 3</b> ..W....	6A - 10A	60	05/17/2017 - 05/17/2017	1D	1	\$250.00	1
	3.2	..W....	10A - 3P	60	05/17/2017 - 05/17/2017	1D	2	\$250.00	2
TERRY	3.3	..W....	3P - 7P	60	05/17/2017 - 05/17/2017	1D	1	\$250.00	+1 1
	** FLIGHT TOTALS **						4	\$1,000.00	
	4.1	<b>FLIGHT 4</b> ...T...	6A - 10A	60	05/18/2017 - 05/18/2017	1D	2	\$250.00	2

May 12, 17  
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 REP CHRISTAL RADIO

DDS CONT# 0  
 C/P/E: / / 2929

TERRY									
4.2	...T...	10A - 3P	60	05/18/2017 - 05/18/2017	1D	1	\$250.00	1	
4.3	...T...	3P - 7P	60	05/18/2017 - 05/18/2017	1D	1	\$250.00	1	
** FLIGHT TOTALS **						4	\$1,000.00		
<b>FLIGHT 5</b>									
5.1	....F..	6A - 10A	60	05/19/2017 - 05/19/2017	1D	1	\$250.00	1	
TERRY									
5.2	....F..	10A - 3P	60	05/19/2017 - 05/19/2017	1D	1	\$250.00	1	
5.3	....F..	3P - 7P	60	05/19/2017 - 05/19/2017	1D	2	\$250.00	2	
** FLIGHT TOTALS **						4	\$1,000.00		
<b>FLIGHT 6</b>									
6.1	.....S.	10A - 3P	60	05/20/2017 - 05/20/2017	1D	2	\$125.00	2	
6.2	.....S.	3P - 7P	60	05/20/2017 - 05/20/2017	1D	1	\$100.00	1	
** FLIGHT TOTALS **						3	\$350.00		
<b>FLIGHT 7</b>									
7.1	M.....	6A - 10A	60	05/22/2017 - 05/22/2017	1D	2	\$250.00	2	
TERRY									
7.2	M.....	10A - 3P	60	05/22/2017 - 05/22/2017	1D	1	\$250.00	1	
7.3	M.....	3P - 7P	60	05/22/2017 - 05/22/2017	1D	1	\$250.00	1	
** FLIGHT TOTALS **						4	\$1,000.00		

	<b>May 17</b>						
SPOTS	27						
CASH	6350.00						
TRADE	0.00						
NSL	0.00						
TOTAL	6350.00						

						<b>TOTAL</b>
SPOTS						27
CASH						6,350.00
TRADE						0.00
NSL						0.00
TOTAL						6,350.00

May 12, 17  
CONT# 30818935 Mod# Ver# 1 (Last = )  
REP CHRISTAL RADIO

DDS CONT# 0  
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**\*\* Competitive Comments \*\***

SVC: FA99 MSA CustRadio

Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Ben Rheault

do hereby request station time concerning the following issue:

Susan B Anthony List
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: Susan B Anthony List

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (*e.g.*, any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (*e.g.*, Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

1200 New Hampshire Ave. NW,  
Suite 750  
Washington, DC 20036  
  
(202) 223-8073

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

MARJORIE DANNENFELSER, President  
EMILY BUCHANAN, Executive Vice President  
MARILYN MUSGRAVE, Vice President of Government Affairs  
JANE ABRAHAM, Chairman of the Board  
CHARLES DONOVAN, President Charlotte Lozier Institute  
DR. DAVID PRENTICE, Vice President and Research Director

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

***TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)***

2/6/17  
Date

Benjamin Rheault  
Signature

Digitally signed by Benjamin Rheault  
DN: cn=Benjamin Rheault, o, ou,  
email=brheault@strategicmediaservices.com, c=US  
Date: 2017.02.06 14:55:10 -0500

202-337-5700  
Contact Phone Number

***TO BE SIGNED BY STATION REPRESENTATIVE***

☒ **Accepted**

Mary Reincke  
Signature

☐ **Accepted in Part**

MARY REINCKE  
Printed Name

☐ **Rejected**

NAT'L SALES COORDINATOR  
Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

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

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.