

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: WZLW Utica NY | Date: 10/25/23 |
|---|--------------------------|

I, John C. Gannon
 being/on behalf of: _____

a legally qualified candidate of the Democratic & Conservative
 political party for the office of: Rose City Court Judge
 in the November General Election
 election to be held on: November 7, 2023

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

The Candidate

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:

Anne B Cannon

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

10-3-13

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Tracey Picente

Printed Name

DOS

Title

Judge John Gannon (rev)



From: Tracy Picente
 Phone: (315) 272-2803
 Email: tracy.picente@townsquaremedia.com
 10/25/2023 6:17 AM

Flight Dates: 10/16/2023 - 11/06/2023
 Demo: P 12+

Radio Market: UTICA-ROME
 Survey: FA22 SD
 Geography: Metro

| Radio Total | Daypart | Spots | Length | Unit Rate | Total Cost | CPP | Frequency | Net Reach | Notes |
|-------------------------|--------------|------------|--------|----------------|-------------------|----------------|------------|---------------|-------|
| Radio Total | | 135 | | \$12.96 | \$1,749.00 | \$16.90 | 4.2 | 61,200 | |
| WIBX-AM | | 98 | | \$10.14 | \$994.00 | \$17.88 | 7.7 | 17,900 | |
| Flight A - 1 wk (10/23) | | | | | | | | | |
| One Week Total | | 26 | | \$9.85 | \$256.00 | \$19.25 | 3.5 | 9,900 | |
| | | 26 | | \$9.85 | \$256.00 | \$19.25 | 3.5 | 9,900 | |
| | Th-F 6A-10A | 6:30 | | \$16.00 | \$96.00 | \$20.00 | 2.2 | 5,700 | |
| | Th-F 10A-3P | 6:30 | | \$10.00 | \$60.00 | \$11.11 | 2.7 | 5,100 | |
| | Th-F 3P-7P | 6:30 | | \$10.00 | \$60.00 | \$50.00 | 1.8 | 2,000 | |
| | Sa-Su 6A-10A | 3:30 | | \$5.00 | \$15.00 | \$16.67 | 1.4 | 1,500 | |
| | Sa-Su 10A-3P | 3:30 | | \$5.00 | \$15.00 | \$25.00 | 1.4 | 1,300 | |
| | Sa-Su 3P-7P | 2:30 | | \$5.00 | \$10.00 | \$25.00 | 1.3 | 600 | |
| Flight A - 1 wk (10/30) | | | | | | | | | |
| One Week Total | | 63 | | \$10.00 | \$630.00 | \$17.65 | 6.8 | 12,700 | |
| | | 63 | | \$10.00 | \$630.00 | \$17.65 | 6.8 | 12,700 | |
| | M-F 6A-10A | 15:30 | | \$16.00 | \$240.00 | \$17.78 | 4.1 | 8,100 | |
| | M-F 10A-3P | 15:30 | | \$10.00 | \$150.00 | \$10.00 | 4.9 | 7,400 | |
| | M-F 3P-7P | 15:30 | | \$10.00 | \$150.00 | \$50.00 | 2.3 | 3,300 | |
| | Sa-Su 6A-10A | 6:30 | | \$5.00 | \$30.00 | \$16.67 | 1.9 | 2,200 | |
| | Sa-Su 10A-3P | 6:30 | | \$5.00 | \$30.00 | \$25.00 | 2.1 | 1,700 | |
| | Sa-Su 3P-7P | 6:30 | | \$5.00 | \$30.00 | \$25.00 | 3.0 | 800 | |
| Flight A - 1 wk (11/06) | | | | | | | | | |
| One Week Total | | 9 | | \$12.00 | \$108.00 | \$16.36 | 2.4 | 6,800 | |
| | | 9 | | \$12.00 | \$108.00 | \$16.36 | 2.4 | 6,800 | |
| | M 6A-10A | 3:30 | | \$16.00 | \$48.00 | \$16.00 | 1.7 | 4,200 | |
| | M 10A-3P | 3:30 | | \$10.00 | \$30.00 | \$10.00 | 1.9 | 3,800 | |

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: UTICA-ROME; FA22 SD; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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Judge John Gannon (rev)



From: Tracy Picente
 Phone: (315) 272-2803
 Email: tracy.picente@townsquaremedia.com
 10/25/2023 6:17 AM

| Daypart | Spots | Length | Unit Rate | Total Cost | CPP | Frequency | Net Reach | Notes |
|--------------------------------|-------|--------|-----------|------------|---------|-----------|-----------|-------|
| WIBX-AM (continued) | | | | | | | | |
| M 3P-7P | 3 | 30 | \$10.00 | \$30.00 | \$50.00 | 1.5 | 1,200 | |
| WLZW-FM | | | | | | | | |
| Flight A - 1 wk (10/23) | 37 | | \$20.41 | \$755.00 | \$15.76 | 3.1 | 38,900 | |
| One Week Total | | | | | | | | |
| Th-F 6A-10A | 2 | 30 | \$19.33 | \$174.00 | \$17.06 | 1.7 | 14,700 | |
| Th-F 10A-3P | 2 | 30 | \$25.00 | \$50.00 | \$16.67 | 1.3 | 5,800 | |
| Th-F 3P-7P | 2 | 30 | \$25.00 | \$50.00 | \$13.89 | 1.3 | 6,900 | |
| Sa-Su 6A-10A | 1 | 30 | \$25.00 | \$50.00 | \$31.25 | 1.2 | 3,600 | |
| Sa-Su 10A-3P | 1 | 30 | \$8.00 | \$8.00 | \$16.00 | 1.0 | 1,300 | |
| Sa-Su 3P-7P | 1 | 30 | \$8.00 | \$8.00 | \$8.89 | 1.0 | 2,300 | |
| Flight A - 1 wk (10/30) | | | | | | | | |
| M-F 6A-10A | 22 | | \$19.59 | \$431.00 | \$15.67 | 2.7 | 25,700 | |
| M-F 10A-3P | 22 | | \$19.59 | \$431.00 | \$15.67 | 2.7 | 25,700 | |
| M-F 3P-7P | 5 | 30 | \$25.00 | \$125.00 | \$15.63 | 1.7 | 11,900 | |
| Sa-Su 6A-10A | 3 | 30 | \$8.00 | \$24.00 | \$16.00 | 1.2 | 4,000 | |
| Sa-Su 10A-3P | 2 | 30 | \$8.00 | \$16.00 | \$8.89 | 1.2 | 2,400 | |
| Sa-Su 3P-7P | 2 | 30 | \$8.00 | \$16.00 | \$13.33 | 1.2 | 2,400 | |
| Flight A - 1 wk (11/06) | | | | | | | | |
| M 6A-10A | 6 | | \$25.00 | \$150.00 | \$14.71 | 2.0 | 12,400 | |
| M 3P-7P | 2 | 30 | \$25.00 | \$50.00 | \$12.50 | 1.4 | 7,000 | |
| M 10A-3P | 2 | 30 | \$25.00 | \$50.00 | \$27.78 | 1.2 | 3,700 | |
| One Week Total | | | | | | | | |
| M 6A-10A | 6 | | \$25.00 | \$150.00 | \$14.71 | 2.0 | 12,400 | |
| M 3P-7P | 2 | 30 | \$25.00 | \$50.00 | \$12.50 | 1.4 | 7,000 | |
| M 10A-3P | 2 | 30 | \$25.00 | \$50.00 | \$27.78 | 1.2 | 3,700 | |

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: UTICA-ROME; FA22 SD; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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Judge John Gannon (rev)

From: Tracy Picente
 Phone: (315) 272-2803
 Email: tracy.picente@townsquaremedia.com
 10/25/2023 6:17 AM

Schedule Grand Totals: 3 Weeks

| Radio Total | Stations | Spots | Unit Rate | Total Cost | CPP | Frequency | Net Reach |
|-------------|----------|-------|-----------|------------|---------|-----------|-----------|
| | | 135 | \$12.96 | \$1,749.00 | | 4.2 | 61,200 |
| WIBX-AM | | 98 | \$10.14 | \$994.00 | \$16.90 | 7.7 | 17,900 |
| WLZW-FM | | 37 | \$20.41 | \$755.00 | \$17.88 | 3.1 | 38,900 |

Accepted by Station

DocuSigned by:

Jodie Miller

Accepted by Client

Date

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: UTICA-ROME; FA22 SD; Metro; Multiple Dayparts Used; P.12+; See Detailed Sourcing Page for Complete Details.
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ORDER



Orders
Order / Rev: 4411837B
Alt Order #:
Product Desc: Political
Estimate:
Flight Dates: 10/26/23 - 11/06/23
Original Date / Rev: 10/25/23 / 10/25/23
Order Type: POLITICAL CANDIDATE

WLZW-FM
Primary AE: Tracy Picente
Sales Office: L-UTI
Sales Region: Local

Agency
Name: C&D Advertising
Buying Contact:
Billing Contact: C&D Adv AP
 103 W. Court Street
 Rome, NY 13440

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

Advertiser
Name: Friends of Judge John Gannon
Demographic: HH
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: BROADCAST
Revenue Code 3: BRC-SPOT
Priority: UNASSIGNED

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:25:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/23 | 10/31/23 | 15 | \$324.00 | \$275.40 |
| 11/01/23 | 11/06/23 | 22 | \$431.00 | \$366.35 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-----------------|-----------------|-------------|
| October 2023 | 15 | \$324.00 | \$275.40 | 0.00 |
| November 2023 | 22 | \$431.00 | \$366.35 | 0.00 |
| Totals | 37 | \$755.00 | \$641.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Tracy Picente | | | 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 | WLZW | 10/26/23 | 10/27/23 | M-F AM Drive M-F AM Drive | CM | 6a-10a | ---TF-- | :30 | 2 | \$25.00 | P-00 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/23/23 | 10/29/23 | ---TF-- | | 2 | | \$25.00 | | 0.00 | | | | | |
| N 2 | WLZW | 10/26/23 | 10/27/23 | M-F Midday M-F Midday | CM | 10a-3p | ---TF-- | :30 | 2 | \$25.00 | P-00 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/23/23 | 10/29/23 | ---TF-- | | 2 | | \$25.00 | | 0.00 | | | | | |
| N 3 | WLZW | 10/26/23 | 10/27/23 | M-F PM Drive M-F PM Drive | CM | 3p-7p | ---TF-- | :30 | 2 | \$25.00 | P-00 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/23/23 | 10/29/23 | ---TF-- | | 2 | | \$25.00 | | 0.00 | | | | | |
| N 4 | WLZW | 10/28/23 | 10/29/23 | Sa-Su AM Sa-Su AM | CM | 6a-10a | -----SS | :30 | 1 | \$8.00 | P-00 | 0.00 | NM | 1 | \$8.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/23/23 | 10/29/23 | -----SS | | 1 | | \$8.00 | | 0.00 | | | | | |
| N 5 | WLZW | 10/28/23 | 10/29/23 | Sa-Su Midday Sa-Su Midday | CM | 10a-3p | -----SS | :30 | 1 | \$8.00 | P-00 | 0.00 | NM | 1 | \$8.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/23/23 | 10/29/23 | -----SS | | 1 | | \$8.00 | | 0.00 | | | | | |
| N 6 | WLZW | 10/28/23 | 10/29/23 | | CM | 3p-7p | -----SS | :30 | 1 | \$8.00 | P-00 | 0.00 | NM | 1 | \$8.00 |

Order / Rev: 4411837B
 Alt Order #:
 Flight Dates: 10/26/23 - 11/06/23

Advertiser: Friends of Judge John Gannon
 Product Desc: Political
 Estimate:
 WLZW-FM

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|------|---------------|--------|-------|----------|
| | | | | Sa-Su PM | | | | | | | | | | | |
| | | | | Sa-Su PM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/23 | 10/29/23 | -----SS | | | | | 1 | \$8.00 | | 0.00 | | | |
| N 7 | WLZW | 10/30/23 | 11/03/23 | M-F AM Drive M-F AM Drive | CM | 6a-10a | MTWTF-- | :30 | 5 | \$25.00 | P-00 | 0.00 | NM | 5 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/23 | 11/05/23 | MTWTF-- | | | | | 5 | \$25.00 | | 0.00 | | | |
| N 8 | WLZW | 10/30/23 | 11/03/23 | M-F Midday M-F Midday | CM | 10a-3p | MTWTF-- | :30 | 5 | \$25.00 | P-00 | 0.00 | NM | 5 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/23 | 11/05/23 | MTWTF-- | | | | | 5 | \$25.00 | | 0.00 | | | |
| N 9 | WLZW | 10/30/23 | 11/03/23 | M-F PM Drive M-F PM Drive | CM | 3p-7p | MTWTF-- | :30 | 5 | \$25.00 | P-00 | 0.00 | NM | 5 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/23 | 11/05/23 | MTWTF-- | | | | | 5 | \$25.00 | | 0.00 | | | |
| N 10 | WLZW | 11/04/23 | 11/05/23 | Sa-Su AM Sa-Su AM | CM | 6a-10a | -----SS | :30 | 3 | \$8.00 | P-00 | 0.00 | NM | 3 | \$24.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/23 | 11/05/23 | -----SS | | | | | 3 | \$8.00 | | 0.00 | | | |
| N 11 | WLZW | 11/04/23 | 11/05/23 | Sa-Su Midday Sa-Su Midday | CM | 10a-3p | -----SS | :30 | 2 | \$8.00 | P-00 | 0.00 | NM | 2 | \$16.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/23 | 11/05/23 | -----SS | | | | | 2 | \$8.00 | | 0.00 | | | |
| N 12 | WLZW | 11/04/23 | 11/05/23 | Sa-Su PM Sa-Su PM | CM | 3p-7p | -----SS | :30 | 2 | \$8.00 | P-00 | 0.00 | NM | 2 | \$16.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/23 | 11/05/23 | -----SS | | | | | 2 | \$8.00 | | 0.00 | | | |
| N 13 | WLZW | 11/06/23 | 11/06/23 | M-F AM Drive M-F AM Drive | CM | 6a-10a | M----- | :30 | 2 | \$25.00 | P-00 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/06/23 | 11/12/23 | M----- | | | | | 2 | \$25.00 | | 0.00 | | | |
| N 14 | WLZW | 11/06/23 | 11/06/23 | M-F PM Drive M-F PM Drive | CM | 3p-7p | M----- | :30 | 2 | \$25.00 | P-00 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/06/23 | 11/12/23 | M----- | | | | | 2 | \$25.00 | | 0.00 | | | |
| N 15 | WLZW | 11/06/23 | 11/06/23 | M-F Midday M-F Midday | CM | 10a-3p | M----- | :30 | 2 | \$25.00 | P-00 | 0.00 | NM | 2 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/06/23 | 11/12/23 | M----- | | | | | 2 | \$25.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 37 | \$755.00 |

Credit Card Authorization Form

WFRG-FM / WLZW-FM / WODZ-FM / WOUR-FM / WIBX-AM

9418 River Rd. Marcy, NY 13403

Ph. 315-768-9500



Effective 12/1/22, a 1.5% service fee will be added at the time of payment if you choose to pay by credit card.

Transaction Date: 10/25/23

| | |
|---|---|
| Business Name: <u>Friends of Judge John Gannon.</u> | Cardholder Name: <u>Jobie Miller Carpenter & Damsky</u> |
| Phone Number: <u>315-525-7876</u> | Email Address: <u>jobie@carddadvertising.com</u> |
| Billing Address: <u>103 W. Court Street</u> | |
| Street 2: _____ | |
| City: <u>Rome</u> | State: <u>NY</u> Zip Code: <u>13440</u> |

Credit Card Type: Visa - Master - Discover - Amex

Card Number: [REDACTED] (16 digits 15 digits for Amex)

CVV2/CID Number: 900 (3 digits or 4 digits for Amex) Expiration Date: 2/28

| | | | |
|--|---------------|-------------|---------------|
| Single Transaction Amount: <u>\$1487.50</u> | | | |
| Complete for Recurring Credit Card Charges: | | | |
| Date: _____ | Amount: _____ | Date: _____ | Amount: _____ |
| Date: _____ | Amount: _____ | Date: _____ | Amount: _____ |
| Date: _____ | Amount: _____ | Date: _____ | Amount: _____ |
| Date: _____ | Amount: _____ | Date: _____ | Amount: _____ |
| Date: _____ | Amount: _____ | Date: _____ | Amount: _____ |
| Date: _____ | Amount: _____ | Date: _____ | Amount: _____ |

Description of Sale (Station Call Letters, Invoice Number, Type of Service, etc.):

By signing this authorization, I authorize Townsquare Media to charge my credit card in the amount of the total shown above. If the company is unable to process my payment, I will be responsible for an alternate payment arrangement and any late fees which result.

By signing this authorization, I acknowledge that I have read and agree to all of the above and all information given is complete and accurate.

Cardholder's Signature Title Date