

## 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

<b>Station and Location:</b> <u>WLZW UTICA NY.</u>	<b>Date:</b> <u>10/26/2023</u>
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I, JAMES CASTELLANO,  
 being/on behalf of: CELESTE FRIEND,  
 a legally qualified candidate of the DEMOCRAT  
 political party for the office of: MAYOR OF UTICA NY.  
 in the GENERAL  
 election to be held on: TUES, NOV 7+4 2023

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>30s</u>	<u>SEE SCHEDULE</u>	<u>MON-SUN VARIOUS</u>	<u>PRE-EMPT WITHOUT NOTICE</u>	<u>SEE SCHEDULE</u>	<u>2</u>

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

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

COMMITTEE TO ELECT CELESTE FRIEND

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:

FRANKLEW SCIACCA

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***

10/26/2023

Date



Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

Colleen Bullock

Signature

Colleen Bullock

Printed Name

AE

Title

Celeste Friend WLZW Utica Mayor 2023

23-Oct				
WLZW				
Day Part	Day (s)	Program	Rates	Commerci: Total
6a-10a	Thur-Fri	WLZW	\$17.00	0
10a-3p	Thur-Fri	WLZW	\$17.00	0
3p-7pm	Thur-Fri	WLZW	\$17.00	0
7p-12a	Thur-Fri	WLZW	\$5.00	0
6a-10a	Sat-Sun	WLZW	\$9.00	2
3p-7p	Sat-Sun	WLZW	\$9.00	2
Total				4

30-Oct				
WLZW				
Day Part	Day (s)	Program	Rates	Commerci: Total
6a-10a	Mon-Fri	WLZW	17	6
10a-3p	Mon-Fri	WLZW	17	6
3p-7pm	Mon-Fri	WLZW	17	6
7p-12a	Mon-Fri	WLZW	5	6
6a-10a	Sat-Sun	WLZW	9	2
3p-7p	Sat-Sun	WLZW	9	2
Total				28

6-Nov				
WLZW				
Day Part	Day (s)	Program	Rates	Commerci: Total
6a-10a	Mon-Tue	WLZW	17	3
10a-3p	Mon-Tue	WLZW	17	3
3p-7pm	Mon-Tue	WLZW	17	3
7p-12a	Mon	WLZW	5	2
6a-10a	Sat-Sun	WLZW	9	0
3p-7p	Sat-Sun	WLZW	9	0
Total				11

Total \$571.00  
 Net \$485.35

JC ADVERTISING  
PH. 315-219-9120  
323 FIRST AVE  
FRANKFORT, NY 13340

50-7580/2213

1666

DATE 10/26/2013

PAY TO THE  
ORDER OF

TOWN SQUARE MEDIA

\$ 2,731.05

TWO THOUSAND SEVEN HUNDRED THIRTY ONE <sup>05</sup>/<sub>100</sub>

DOLLARS  Security Features  
Public  
Check on Back.



EFK PLAZA  
326 E STATE ST  
HERKIMER, NY 13350

MEMO

CELESTE FROST / JACQUE IZZO

⑆ 221375802⑆00012182920101⑆1666

# CONTRACT



**WLZW-FM**  
**9418 River Road**  
**Marcy, NY 13403**  
**(315) 768-9500**

<u>Contract / Revision</u> 4420897 / 1		<u>Alt Order #</u>
<u>Advertiser</u> Celeste Friend for Mayor of Utica		<u>Original Date / Revision</u> 10/27/23 / 10/27/23
<u>Contract Dates</u> 10/28/23 - 11/07/23	<u>Estimate #</u>	
<u>Product</u> October to November 2023		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLZW-FM	<u>Account Executive</u> House Utica	<u>Sales Office</u> Local Utica
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**JC Advertising**  
**405 Reese Rd**  
**Frankfort, NY 13340**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLZW	10/28/23	11/05/23	Sa-Su AM	6a-10a		1:00			NM	4	\$36.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----SS				2	\$9.00			
Week:		10/30/23	11/05/23	-----SS				2	\$9.00			
2	WLZW	10/28/23	11/05/23	Sa-Su PM	3p-7p		1:00			NM	4	\$36.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/23	10/29/23	-----SS				2	\$9.00			
Week:		10/30/23	11/05/23	-----SS				2	\$9.00			
3	WLZW	10/30/23	11/07/23	M-F AM Drive	6a-10a		1:00			NM	9	\$153.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	MTWTF--				6	\$17.00			
Week:		11/06/23	11/12/23	MT-----				3	\$17.00			
4	WLZW	10/30/23	11/07/23	M-F Midday	10a-3p		1:00			NM	9	\$153.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	MTWTF--				6	\$17.00			
Week:		11/06/23	11/12/23	MT-----				3	\$17.00			
5	WLZW	10/30/23	11/07/23	M-F PM Drive	3p-7p		1:00			NM	9	\$153.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	MTWTF--				6	\$17.00			
Week:		11/06/23	11/12/23	MT-----				3	\$17.00			
6	WLZW	10/30/23	11/06/23	M-F Evening	7p-12a		1:00			NM	8	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	MTWTF--				6	\$5.00			
Week:		11/06/23	11/12/23	M-----				2	\$5.00			
<b>Totals</b>											<b>43</b>	<b>\$571.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/23 - 10/29/23	4	\$36.00	(\$5.40)	\$30.60
10/30/23 - 11/07/23	39	\$535.00	(\$80.25)	\$454.75
<b>Totals</b>	<b>43</b>	<b>\$571.00</b>	<b>(\$85.65)</b>	<b>\$485.35</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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**Marcy, NY 13403**  
**(315) 768-9500**

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4420897 / 1	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Celeste Friend for Mayor of Utica	10/27/23 / 10/27/23

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/28/23 - 11/07/23	October to November 20	

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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