

ORDER



Orders
Order / Rev: 4444215
Alt Order #: 28394130
Product Desc: WI-SEN
Estimate: 5241
Flight Dates: 04/24/24 - 04/30/24
Original Date / Rev: 04/23/24 / 04/23/24
Order Type: REG

Primary AE: Millennium Washington,DC
Sales Office: M-WAS
Sales Region: Nat

Agency Name: FlexPoint Media
Buying Contact:
Billing Contact:
 P.O. Box 1051
 New Albany, OH 43054

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

Advertiser Name: POL/Eric Hovde/US Senate/WI/Rep
Demographic: A35+
Product Codes: PL11
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	10	\$710.00	\$603.50
04/29/24	05/26/24	6	\$470.00	\$399.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	10	\$710.00	\$603.50	0.00
May 2024	6	\$470.00	\$399.50	0.00
Totals	16	\$1,180.00	\$1,003.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington,DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
LaCrosse WI WLAX	5%	\$1,180.00
Market	100%	\$23,600.00

Competitive Share

	Share	Total
ABCZ	0%	\$0.00
CABLE	0%	\$0.00
OLAX	0%	\$0.00
UNKWN	95%	\$22,420.00
WEAU	0%	\$0.00
WEUX	0%	\$0.00
WHLA	0%	\$0.00
WHWC	0%	\$0.00
WKBT	0%	\$0.00
WQOW	0%	\$0.00
WXOW	0%	\$0.00

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	04/24/24	04/30/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	MTWTF--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00

FAMILY FEUD
 1313601 Index: 105

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LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	04/24/24	04/30/24	M-F 9-10a 9:30 AM-10:00 AM	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/24/24 04/30/24 MTWTF-- 1 \$60.00 0.00															
N 3	All	04/24/24	04/30/24	M-F 4-430p M-F 4-430p	CM	M-F 4-430p	MTWTF--	:30	3	\$100.00	P3	0.00	NM	3	\$300.00
Judge Judy 1313601 Index: 92 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/24/24 04/30/24 MTWTF-- 3 \$100.00 0.00															
N 4	All	04/24/24	04/30/24	M-F 5-530p M-F 5-530p	CM	M-F 5-530p	MTWTF--	:30	3	\$75.00	P3	0.00	NM	3	\$225.00
Family Fued 1313601 Index: 90 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/24/24 04/30/24 MTWTF-- 3 \$75.00 0.00															
N 5	All	04/27/24	04/27/24	Sa 5-530p Sa 5-530p	CM	Sa 5-530p	-----S-	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
Big Bang Theory 1313601 Index: 102 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$50.00 0.00															
N 6	All	04/27/24	04/27/24	LN Sa Sa News @ 9p	CM	Sa News @ 9p	-----S-	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
FOX News at Nine 1313601 Index: 103 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$325.00 0.00															
N 7	All	04/27/24	04/27/24	Sa 11-1130p Sa 11-1130p	CM	Sa 11-1130p	-----S-	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
BIG BANG THEORY 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$40.00 0.00															
N 8	All	04/27/24	04/27/24	Sa 1130p-12a Sa 1130p-12a	CM	Sa 1130p-12a	-----S-	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
BIG BANG THEORY 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$40.00 0.00															
N 9	All	04/27/24	04/27/24	Sa 12-1230a Sa 12-1230a	CM	Sa 12-1230a	-----S-	:30	1	\$30.00	P3	0.00	NM	1	\$30.00
FAMILY FEUD 1313601 Index: 103 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$30.00 0.00															
N 10	All	04/28/24	04/28/24	Su 1035-1105p Su 1035-1105p	CM	Su 1035-1105p	-----S	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
MOM 1313601 Index: 100 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S 1 \$20.00 0.00															
N 11	All	04/28/24	04/28/24	Su 1105-1135p Su 1105-1135p	CM	Su 1105-1135p	-----S	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
MOM 1313601 Index: 100 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S 1 \$20.00 0.00															
N 12	All	04/28/24	04/28/24		CM	Su 1135p-1205a	-----S	:30	1	\$10.00	P4	0.00	NM	1	\$10.00

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LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 1135p-1205a											
				Su 1135p-1205a											
BIG BANG THEORY															
1313601 Index: 104															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		04/22/24	04/28/24	-----S		1		\$10.00		0.00					
													Totals	16	\$1,180.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, FlexPoint Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Eric Hovde

Authorized committee:

Hovde For Wisconsin

Agency requesting time (and contact information):

N/A FlexPoint Media; info@flexpointmedia.com; 202-417-2274

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

United States Senate - Wisconsin

Date of election:

8/13/2024

General

Primary

Treasurer of candidate's authorized committee:

Lisa Lisker

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

Station Representative

Signature:

FlexPoint Media

Signature:

Dawn LeClaire

Name: FlexPoint Media

Name: Dawn LeClaire

Date of Request to Purchase Ad Time: 02/21/2024

Date of Station Agreement to Sell Time: 4/24/24

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:

FlexPoint Media

Name: FlexPoint Media

Date: 02/21/2024

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 4/22/24

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 #: 4444215	Station Call Letters: WLAX/WEUX	Date Received/Requested: 4/22/24
Est. #: 5241	Station Location: La Crosse, WI	Run Start and End Dates: 4/24-4/30/24

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.

HVDE2406H "Fix The Problem" :30