

# CONTRACT



**WPDH-FM**  
**2 Pendell Road**  
**Poughkeepsie, NY 12601**  
**(845) 471-1500**

<u>Contract / Revision</u> 731760 /		<u>Alt Order #</u>
<u>Advertiser</u> Annie Rabbitt For Senate		<u>Original Date / Revision</u> 10/12/18 / 10/12/18
<u>Contract Dates</u> 10/15/18 - 11/06/18	<u>Estimate #</u>	
<u>Product</u> NYS 42nd		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WPDH-FM	<u>Account Executive</u> House Poughkeepsie	<u>Sales Office</u> Local Poughkee
<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:

**Annie Rabbitt For Senate**  
**7 West Broome Street**  
**Port Jervis, NY 12771**

**WPDH-FM - 731760A**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WPDH	10/15/18	11/06/18	M-F AM Drive	6a-10a		1:00			NM	23	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	11111--				5	\$125.00			
	Week:	10/22/18	10/28/18	11111--				5	\$125.00			
	Week:	10/29/18	11/04/18	11111--				5	\$125.00			
	Week:	11/05/18	11/11/18	44-----				8	\$125.00			
N 2	WPDH	10/15/18	11/06/18	M-F Midday	10a-3p		1:00			NM	23	\$2,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	11111--				5	\$120.00			
	Week:	10/22/18	10/28/18	11111--				5	\$120.00			
	Week:	10/29/18	11/04/18	11111--				5	\$120.00			
	Week:	11/05/18	11/11/18	44-----				8	\$120.00			
N 3	WPDH	10/15/18	11/05/18	M-F PM Drive	3p-7p		1:00			NM	19	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	11111--				5	\$125.00			
	Week:	10/22/18	10/28/18	11111--				5	\$125.00			
	Week:	10/29/18	11/04/18	11111--				5	\$125.00			
	Week:	11/05/18	11/11/18	4-----				4	\$125.00			
N 4	WPDH	10/15/18	11/05/18	M-F Evening	7p-12a		1:00			NM	19	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	11111--				5	\$65.00			
	Week:	10/22/18	10/28/18	11111--				5	\$65.00			
	Week:	10/29/18	11/04/18	11111--				5	\$65.00			
	Week:	11/05/18	11/11/18	4-----				4	\$65.00			
N 5	WPDH	10/15/18	11/04/18	M-Su Broad Rotator	6:00 AM-7:00 PM		1:00			NM	15	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	MTWTFSS				5	\$80.00			
	Week:	10/22/18	10/28/18	MTWTFSS				5	\$80.00			
	Week:	10/29/18	11/04/18	MTWTFSS				5	\$80.00			
<b>Totals</b>											<b>99</b>	<b>\$10,445.00</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.



**WPDH-FM**  
 2 Pendell Road  
 Poughkeepsie, NY 12601  
 (845) 471-1500

<b>Contract / Revision</b> 731760 /		<b>Alt Order #</b>
<b>Advertiser</b> Annie Rabbitt For Senate		<b>Original Date / Revision</b> 10/12/18 / 10/12/18
<b>Contract Dates</b> 10/15/18 - 11/06/18	<b>Product</b> NYS 42nd	<b>Estimate #</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/18 - 10/31/18	65	\$6,695.00	\$6,695.00
11/01/18 - 11/06/18	34	\$3,750.00	\$3,750.00
<b>Totals</b>	<b>99</b>	<b>\$10,445.00</b>	<b>\$10,445.00</b>

<b>WZAD-FM - 731760B</b>												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WZAD	10/15/18	11/06/18	M-F AM Drive	6a-10a		1:00			NM	32	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	MTWTF--				8	\$30.00			
	Week:	10/22/18	10/28/18	MTWTF--				8	\$30.00			
	Week:	10/29/18	11/04/18	MTWTF--				8	\$30.00			
	Week:	11/05/18	11/11/18	MT-----				8	\$30.00			
N 2	WZAD	10/15/18	11/06/18	M-F Midday	10a-3p		1:00			NM	32	\$960.00
	Week:	10/15/18	10/21/18	MTWTF--				8	\$30.00			
	Week:	10/22/18	10/28/18	MTWTF--				8	\$30.00			
	Week:	10/29/18	11/04/18	MTWTF--				8	\$30.00			
	Week:	11/05/18	11/11/18	MT-----				8	\$30.00			
N 3	WZAD	10/15/18	11/06/18	M-F PM Drive	3p-7p		1:00			NM	32	\$960.00
	Week:	10/15/18	10/21/18	MTWTF--				8	\$30.00			
	Week:	10/22/18	10/28/18	MTWTF--				8	\$30.00			
	Week:	10/29/18	11/04/18	MTWTF--				8	\$30.00			
	Week:	11/05/18	11/11/18	MT-----				8	\$30.00			
N 4	WZAD	10/15/18	11/06/18	M-F Evening	7p-12a		1:00			NM	32	\$480.00
	Week:	10/15/18	10/21/18	MTWTF--				8	\$15.00			
	Week:	10/22/18	10/28/18	MTWTF--				8	\$15.00			
	Week:	10/29/18	11/04/18	MTWTF--				8	\$15.00			
	Week:	11/05/18	11/11/18	MT-----				8	\$15.00			
N 5	WZAD	10/15/18	11/06/18	M-Su Broad Rotator	6:00 AM-7:00 PM		1:00			NM	32	\$640.00
	Week:	10/15/18	10/21/18	MTWTFSS				8	\$20.00			
	Week:	10/22/18	10/28/18	MTWTFSS				8	\$20.00			
	Week:	10/29/18	11/04/18	MTWTFSS				8	\$20.00			
	Week:	11/05/18	11/11/18	MT-----				8	\$20.00			
N 6	WZAD	11/05/18	11/06/18	M-F AM Drive	6a-10a		1:00			NM	8	\$240.00
	Week:	11/05/18	11/11/18	44-----				8	\$30.00			
N 7	WZAD	11/05/18	11/05/18	M-F Midday	10a-3p		1:00			NM	4	\$120.00
	Week:	11/05/18	11/11/18	4-----				4	\$30.00			
N 8	WZAD	11/05/18	11/05/18	M-F PM Drive	3p-7p		1:00			NM	4	\$120.00
	Week:	11/05/18	11/11/18	4-----				4	\$30.00			
N 9	WZAD	11/05/18	11/05/18	M-F Evening	7p-12a		1:00			NM	4	\$60.00
	Week:	11/05/18	11/11/18	4-----				4	\$15.00			
<b>Totals</b>											<b>180</b>	<b>\$4,540.00</b>

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

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## 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> WPDH & WZAD	<b>Date:</b>
---	--------------

I, JESSE DWYER,  
being/on behalf of: ANNIE RABBIT, a legally  
qualified candidate of the REPUBLICAN political  
party for the office of: STATE SENATOR  
in the 42<sup>ND</sup> DISTRICT  
election to be held on: NOV 6<sup>TH</sup>

do hereby request station time as follows:

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

**Total Charges:**

### CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Jesse Dwyer  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

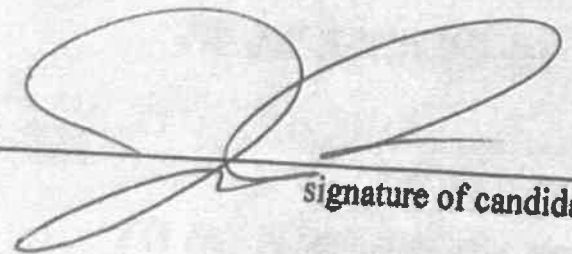
does  does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the 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.

the television programming 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.

X   
signature of candidate or authorized committee

JESSE DWYER  
printed name

10-12-18  
date



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 office(s) being sought and the date(s) of the election(s) (if applicable):

[Empty box for candidate information]

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

ANNIE RABBITT FOR SENATE

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

- checkbox a corporation; checkbox a committee; checkbox an association; checkbox or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree 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), I also agree 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

10-12-18 Date, Signature, (845) 283-7993 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

- checkbox Accepted, checkbox Accepted in Part, checkbox Rejected

Signature, Printed Name, Title

NYS 42nd



From: Jason Finkelberg  
 Phone: (845) 471-1500  
 Email: jason.finkelberg@townsquaremedia.com  
 10/10/2018 1:57 PM

Flight Dates: 10/15/2018 - 11/06/2018  
 Demo: P 12+

Radio Market: NEWBURGH-MIDDLETOWN, NY  
 Survey: SP18 / FA17  
 Geography: TSA

Radio Total	Daypart	Daypart Title	Length	Spots	Unit Rate	Total Cost	Notes
<b>WPDH-FM</b>				<b>279</b>	<b>\$53.71</b>	<b>\$14,985.00</b>	
<b>Flight A - 3 wks (10/15, 10/22, 10/29)</b>							
One Week Total				75	\$103.00	\$7,725.00	
	M-F 6A-10A	Morning Drive	60	25	\$103.00	\$2,575.00	
	M-F 10A-3P	Midday	60	5	\$125.00	\$625.00	
	M-F 3P-7P	Afternoon Drive	60	5	\$120.00	\$600.00	
	M-F 7P-12M	Evening	60	5	\$125.00	\$625.00	
	M-Su 6A-7P		60	5	\$80.00	\$400.00	
<b>Flight A - 1 wk (11/05)</b>							
One Week Total				24	\$113.33	\$2,720.00	
	M 6A-10A		60	24	\$113.33	\$2,720.00	
	M 10A-3P		60	4	\$125.00	\$500.00	
	M 3P-7P		60	4	\$120.00	\$480.00	
	M 7P-12M		60	4	\$125.00	\$500.00	
	Tu 6A-10A		60	4	\$65.00	\$260.00	
	Tu 10A-3P		60	4	\$125.00	\$500.00	
<b>WZAD-FM</b>				<b>180</b>	<b>\$25.22</b>	<b>\$4,540.00</b>	
<b>Flight A - 4 wks (10/15, 10/22, 10/29, 11/05)</b>							
One Week Total				160	\$25.00	\$4,000.00	
	M-F 6A-10A	Morning Drive	60	40	\$25.00	\$1,000.00	
	M-F 10A-3P	Midday	60	8	\$30.00	\$240.00	
			60	8	\$30.00	\$240.00	

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: NEWBURGH-MIDDLETOWN, NY, SP18 / FA17; TSA; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.  
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NYS 42nd



From: Jason Finkelberg  
 Phone: (845) 471-1500  
 Email: jason.finkelberg@townsquaremedia.com  
 10/10/2018 1:57 PM

Daypart	Daypart Title	Length	Spots	Unit Rate	Total Cost	Notes
<b>WZAD-FM (continued)</b>						
M-F 3P-7P	Afternoon Drive	60	8	\$30.00	\$240.00	
M-F 7P-12M	Evening	60	8	\$15.00	\$120.00	
M-Su 6A-7P		60	8	\$20.00	\$160.00	
<b>Flight A - 1 wk (11/05)</b>						
<b>One Week Total</b>						
M 6A-10A		60	4	\$27.00	\$540.00	
M 10A-3P		60	4	\$30.00	\$120.00	
M 3P-7P		60	4	\$30.00	\$120.00	
M 7P-12M		60	4	\$15.00	\$60.00	
Tu 6A-10A		60	4	\$30.00	\$120.00	

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NYS 42nd



From: Jason Finkelberg  
Phone: (845) 471-1500  
Email: jason.finkelberg@townsquaremedia.com  
10/10/2018 1:57 PM

**Schedule Grand Totals: 4 Weeks**

Radio Total	Stations	Total Cost	Spots
\$14,985.00		\$14,985.00	279
WPDH-FM		\$10,445.00	99
WZAD-FM		\$4,540.00	180

Accepted by Station

\_\_\_\_\_

Date

Accepted by Client

\_\_\_\_\_

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.  
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# Detailed Sourcing Summary

Radio Market: NEWBURGH-MIDDLETOWN, NY  
Survey: Average of Nielsen Radio Spring 2018, Nielsen Radio Fall 2017  
Geography: TSA  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Persons 12+ (Primary)	800,500	3,257

Stations: User Selected  
Additional  
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The Intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the survey area, Monday-Sunday Midnight-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will force report the station as long as credited listening is received from at least one panelist or diary keeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (curve) growth model.

Rating Reliability Estimator: <http://ascrption.nielsen.com>  
<https://trc.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.  
<https://ebook.nielsen.com/secure/RR0/2017FAL/0542/dfs/SpecialNotices.pdf>

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