

# CONTRACT



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

<u>Contract / Revision</u> 753691 /		<u>Alt Order #</u>
<u>Advertiser</u> Friends of Scott Martens		<u>Original Date / Revision</u> 10/30/18 / 10/30/18
<u>Contract Dates</u> 11/05/18 - 11/06/18	<u>Estimate #</u>	
<u>Product</u> Political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WRRV-FM	<u>Account Executive</u> House Poughkeepsie	<u>Sales Office</u> Local Poughkee
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Friends of Scott Martens**  
 P.O. Box 5  
 Westtown, NY 10998

**WRRV-FM - 753691A**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRRV	11/05/18	11/06/18	M-F Prime Rotator	6a-7p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
N 2	WRRV	11/05/18	11/06/18	M-F AM Drive	7:00 AM-8:00 AM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
N 3	WRRV	11/05/18	11/06/18	M-F AM Drive	8:00 AM-9:00 AM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
N 4	WRRV	11/05/18	11/06/18	M-F Midday	12:00 PM-1:00 PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
N 5	WRRV	11/05/18	11/06/18	M-F PM Drive	3:00 PM-4:00 PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
N 6	WRRV	11/05/18	11/06/18	M-F PM Drive	4:00 PM-5:00 PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
N 7	WRRV	11/05/18	11/06/18	M-F PM Drive	5:00 PM-6:00 PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	11-----				2	\$50.00			
<b>Totals</b>											14	\$700.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/18 - 11/06/18	14	\$700.00	\$700.00
<b>Totals</b>	14	\$700.00	\$700.00

**WZAD-FM - 753691B**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WZAD	11/05/18	11/06/18	M-F Prime Rotator	6a-7p		:30			NM	2	\$48.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* 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.



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

<u>Contract / Revision</u> 753691 /		<u>Alt Order #</u>
<u>Advertiser</u> Friends of Scott Martens		<u>Original Date / Revision</u> 10/30/18 / 10/30/18
<u>Contract Dates</u> 11/05/18 - 11/06/18	<u>Product</u> Political	<u>Estimate #</u>

<b>WZAD-FM - 753691B</b>												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
N 2	WZAD	11/05/18	11/06/18	M-F AM Drive	7:00 AM-8:00 AM		:30			NM	2 \$48.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
N 3	WZAD	11/05/18	11/06/18	M-F AM Drive	8:00 AM-9:00 AM		:30			NM	2 \$48.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
N 4	WZAD	11/05/18	11/06/18	M-F Midday	12:00 PM-1:00 PM		:30			NM	2 \$48.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
N 5	WZAD	11/05/18	11/06/18	M-F PM Drive	3:00 PM-4:00 PM		:30			NM	2 \$48.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
N 6	WZAD	11/05/18	11/06/18	M-F PM Drive	4:00 PM-5:00 PM		:30			NM	2 \$48.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
N 7	WZAD	11/05/18	11/06/18	M-F PM Drive	5:00 PM-6:00 PM		:30			NM	2 \$48.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	11-----				2	\$24.00			
<b>Totals</b>											<b>14</b>	<b>\$336.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
11/01/18 - 11/06/18	14	\$336.00	\$336.00
<b>Totals</b>	<b>14</b>	<b>\$336.00</b>	<b>\$336.00</b>

**Contract Totals 28 \$1,036.00**

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

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Client: Friends of Scott Martens  
 Ac-House ✓



Scott Martens -WRRV - WZAD Political Sch

From: Jim Keenan  
 Phone: (645) 471-1500 x150  
 Email: jim.keenan@townsquaremedia.com  
 10/29/2018 3:28 PM

Flight Dates: 11/05/2018 - 11/06/2018  
 Demo: P 18+

Radio Market: Poughkeepsie, NY  
 Survey: SP18 / FA17  
 Geography: TSA

*WRRV-C	Daypart	Length	Spots	Frequency	Schedule Cume Persons	Unit Rate	Total Cost
Flight A - 1 wk (11/05)			14	2.5	31,000	\$50.00	\$700.00
One Week Total			14	2.5	31,000	\$50.00	\$700.00
✓ M 6A-7A		30	1	1.3	3,900	\$50.00	\$50.00
✓ M 7A-8A		30	1	1.4	6,000	\$50.00	\$50.00
✓ M 8A-9A		30	1	1.4	5,900	\$50.00	\$50.00
✓ M 12N-1P		30	1	1.5	4,900	\$50.00	\$50.00
✓ M 3P-4P		30	1	1.4	6,300	\$50.00	\$50.00
✓ M 4P-5P		30	1	1.5	5,000	\$50.00	\$50.00
✓ M 5P-6P		30	1	1.4	5,400	\$50.00	\$50.00
✓ Tu 6A-7A		30	1	1.4	4,800	\$50.00	\$50.00
✓ Tu 7A-8A		30	1	1.5	5,800	\$50.00	\$50.00
✓ Tu 8A-9A		30	1	1.4	5,600	\$50.00	\$50.00
✓ Tu 12N-1P		30	1	1.5	7,000	\$50.00	\$50.00
✓ Tu 3P-4P		30	1	1.5	5,100	\$50.00	\$50.00
✓ Tu 4P-5P		30	1	1.4	3,800	\$50.00	\$50.00
✓ Tu 5P-6P		30	1	1.4	4,600	\$50.00	\$50.00



**Scott Martens -WRRV - WZAD Political Sch**

From: **Jim Keenan**  
 Phone: (845) 471-1500 x150  
 Email: [Jim.Keenan@townsquaremedia.com](mailto:Jim.Keenan@townsquaremedia.com)  
 10/29/2018 3:26 PM

**Flight Dates: 11/05/2018 - 11/06/2018**

**Demo: P 18+**

**Radio Market: Poughkeepsie, NY**  
**Survey: SP18 / FA17**  
**Geography: TSA**

	Daypart	Length	Spots	Frequency	Schedule Cume Persons	Unit Rate	Total Cost
*The Wolf			14	2.8	22,700	\$24.00	\$336.00
Flight A - 1 wk (11/05)							
One Week Total							
	M 6A-7A	30	14	2.8	22,700	\$24.00	\$336.00
	M 7A-8A	30	14	2.8	22,700	\$24.00	\$336.00
	M 8A-9A	30	1	1.2	5,200	\$24.00	\$24.00
	M 12N-1P	30	1	1.3	3,100	\$24.00	\$24.00
	M 3P-4P	30	1	1.4	4,700	\$24.00	\$24.00
	M 4P-5P	30	1	1.5	3,700	\$24.00	\$24.00
	M 5P-6P	30	1	1.4	5,000	\$24.00	\$24.00
	Tu 6A-7A	30	1	1.4	5,400	\$24.00	\$24.00
	Tu 7A-8A	30	1	1.4	4,400	\$24.00	\$24.00
	Tu 8A-9A	30	1	1.2	3,000	\$24.00	\$24.00
	Tu 12N-1P	30	1	1.4	3,500	\$24.00	\$24.00
	Tu 3P-4P	30	1	1.3	3,100	\$24.00	\$24.00
	Tu 4P-5P	30	1	1.4	2,900	\$24.00	\$24.00
	Tu 5P-6P	30	1	1.4	5,400	\$24.00	\$24.00
		30	1	1.4	6,400	\$24.00	\$24.00
		30	1	1.3	6,300	\$24.00	\$24.00

Scott Martens -WRRV - WZAD Political Sch



From: tim.keenan  
 Phone: (845) 471-1500 x150  
 Email: tim.keenan@townsquaremedia.com  
 10/29/2018 3:26 PM

Schedule Radio Totals: 1 Week

Stations	Spots	Frequency	Schedule Cume Persons	Unit Rate	Total Cost
Radio Total	28	2.7	\$63,400	\$37.00	\$1,028.30
*WRRV-C	14	2.5	31,000	\$60.00	\$700.00
*The Wolf	14	2.8	22,700	\$24.00	\$338.00

Accepted by Station

*[Signature]*  
 on behalf of Friends of  
 Scott Martens

Date

10/29/18

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: POUGHKEEPSIE, NY; SP18 / FA17; TSA; Multiple Dayparts Used; P 18-- Station Combos Used: \*The Wolf = WKXP-FM,WZAD-FM; \*WRRV-C = WRRV-FM; See Detailed Sourcing Page for Complete Details.  
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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> WREX, the Wolf (ZAD)	<b>Date:</b> 10/29/18
--	--------------------------

I, K. Engelsman,  
 being/on behalf of: Friends of Scott Martin / Scott Martin, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Assembly District 98  
 in the State of New York General Election  
 election to be held on: Nov 6th 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 sec.	6, 7, 8 AM 12 3, 4, 5 PM	2		14 ea	1

**Total Charges:** 1,036<sup>02</sup>

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

NY District 98 Assembly Election

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

Friends of Scott Martens

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:

Barbara K. Martens

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**

10/29/18  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]  
Signature

Jason Finkelberg  
Printed Name

Market President  
Title