

# Order #1057993: Diane Wilk../Akinyemi/D../Holidays/

| Date                | Action              | Line | Comment   | By         | Total \$ | # Spots | Expected GR |
|---------------------|---------------------|------|---|------------|----------|---------|-------------|
| 12/18/23 2:19:02 PM | Cash in Advance Rem |      | [cleared cash in adv] paid w/ CC<br>12.18.23                  | Cassie Yo  | \$650.00 | 26      | 0.00        |
| 12/18/23 2:05:59 PM | Processed           |      | <sync process>  | Dawn Mar   | \$650.00 | 26      | 0.00        |
| 12/18/23 1:28:49 PM | Approved            |      |   | Cassie Yo  | \$650.00 | 26      | 0.00        |
| 12/18/23 1:28:45 PM | Approval Workflow   |      | [Centralized AR - Business Office<br>Approval Needed Default] | Cassie Yo  | \$650.00 | 26      | 0.00        |
| 12/18/23 1:27:09 PM | Approval Workflow   |      | [Sales Manager - Ready Default]<br>Political ok               | Dot Ealy ( | \$650.00 | 26      | 0.00        |
| 12/18/23 9:50:13 AM | Ready for approval  |      | PAID-CC   | Tyler Wolc | \$650.00 | 26      | 0.00        |
| 12/18/23 9:46:48 AM | New order created   |      | <new order>   | Tyler Wolc | \$0.00   | 0       | 0.00        |

# ORDER

**Orders**  
**Order / Rev:** 1057993  
**Alt Order #:**  
**Product Desc:** Holidays  
**Estimate:**  
**Flight Dates:** 12/19/23 - 01/05/24  
**Original Date / Rev:** 12/18/23 / 12/18/23  
**Order Type:** GENERAL

**WHBX-FM**  
**Primary AE:** Tyler Wold  
**Sales Office:** L-TAL  
**Sales Region:** Local

**Agency Name:** Diane Wilkins Productions  
**Buying Contact:**  
**Billing Contact:** Diane Wilkins  
 4648 Inisheer Drive  
 Tallahassee, FL 32309

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

**Advertiser Name:** Akinyemi/D/Leon County Property App  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**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 |
|------------|----------|---------|--------------|------------|
| 12/01/23   | 12/31/23 | 16      | \$400.00     | \$340.00   |
| 01/01/24   | 01/05/24 | 10      | \$250.00     | \$212.50   |

**Totals**

| Month         | # Spots   | Gross Amount    | Net Amount      | Rating      |
|---------------|-----------|-----------------|-----------------|-------------|
| December 2023 | 16        | \$400.00        | \$340.00        | 0.00        |
| January 2024  | 10        | \$250.00        | \$212.50        | 0.00        |
| <b>Totals</b> | <b>26</b> | <b>\$650.00</b> | <b>\$552.50</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Tyler Wold        | L-TAL        | Local        | 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           | WHBX | 12/19/23          | 01/05/24        | M-F PM Drive<br>M-F | CM    | 3p-7p             | MTWTF-- | :30 | 5     | \$25.00     | P-50 | 0.00          | NM        | 13              | \$325.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |           |                 |          |
|               |      | Week: 12/18/23    | 12/24/23        | -TWTF--             |       | 5                 |         |     |       | \$25.00     |      | 0.00          |           |                 |          |
|               |      | Week: 12/25/23    | 12/31/23        | --WTF--             |       | 3                 |         |     |       | \$25.00     |      | 0.00          |           |                 |          |
|               |      | Week: 01/01/24    | 01/07/24        | MTWTF--             |       | 5                 |         |     |       | \$25.00     |      | 0.00          |           |                 |          |
| N 2           | WHBX | 12/19/23          | 01/05/24        | M-F AM Drive<br>M-F | CM    | 6a-10a            | MTWTF-- | :30 | 5     | \$25.00     | P-50 | 0.00          | NM        | 13              | \$325.00 |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |           |                 |          |
|               |      | Week: 12/18/23    | 12/24/23        | -TWTF--             |       | 5                 |         |     |       | \$25.00     |      | 0.00          |           |                 |          |
|               |      | Week: 12/25/23    | 12/31/23        | --WTF--             |       | 3                 |         |     |       | \$25.00     |      | 0.00          |           |                 |          |
|               |      | Week: 01/01/24    | 01/07/24        | MTWTF--             |       | 5                 |         |     |       | \$25.00     |      | 0.00          |           |                 |          |
| <b>Totals</b> |      |                   |                 |                     |       |                   |         |     |       |             |      |               | <b>26</b> | <b>\$650.00</b> |          |

**Akin Akinyem /Property Appraiser**

From: Tyler Wold  
 Phone: (850) 201-3010  
 Email: ty.wold@cumulus.com  
 12/15/2023 8:41 AM



**CUMULUS**

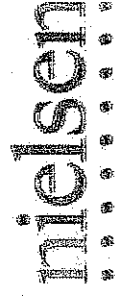
Flight Dates: 12/18/2023 - 01/05/2024  
 Demo: P 18+

Radio Market: TALLAHASSEE  
 Sunday: SP23 SD  
 Geography: Metro

Schedule Description:  
 Holidays

|                                | Dial Pos/Freq | Format                   | Daypart    | Daypa | Code | Spots | Length | Unit  | Total Cost  | Average Rating | Net Reach | Frequency | Gls     |
|--------------------------------|---------------|--------------------------|------------|-------|------|-------|--------|-------|-------------|----------------|-----------|-----------|---------|
| <b>Radio Total</b>             |               |                          |            |       |      | 46    |        | 22:03 | \$1,050,000 | 0.9%           | 49,600    | 2.3       | 112,900 |
| <b>WBZE-FM</b>                 | 98.9          | Adult Contemporary       |            |       |      | 20    |        | 20:00 | \$400,000   | 0.4%           | 11,700    | 1.8       | 21,000  |
| <b>Flight A - 1 wk (12/18)</b> |               |                          |            |       |      | 10    |        | 20:00 | \$200,000   | 0.4%           | 6,900     | 1.5       | 10,500  |
| <b>One Week Total</b>          |               |                          |            |       |      | 10    |        | 20:00 | \$200,000   | 0.4%           | 6,900     | 1.5       | 10,500  |
|                                |               |                          | M-F 3P-7P  |       | PM   | 5     | 30     | 20:00 | \$100,000   | 0.4%           | 4,300     | 1.4       | 6,000   |
|                                |               |                          | M-F 6A-10A |       | AM   | 5     | 30     | 20:00 | \$100,000   | 0.3%           | 3,400     | 1.3       | 4,500   |
| <b>Flight A - 1 wk (01/01)</b> |               |                          |            |       |      | 10    |        | 20:00 | \$200,000   | 0.4%           | 6,900     | 1.5       | 10,500  |
| <b>One Week Total</b>          |               |                          |            |       |      | 10    |        | 20:00 | \$200,000   | 0.4%           | 6,900     | 1.5       | 10,500  |
|                                |               |                          | M-F 6A-10A |       | AM   | 5     | 30     | 20:00 | \$100,000   | 0.3%           | 3,400     | 1.3       | 4,500   |
|                                |               |                          | M-F 3P-7P  |       | PM   | 5     | 30     | 20:00 | \$100,000   | 0.4%           | 4,300     | 1.4       | 6,000   |
| <b>WBX-FM</b>                  | 96.1          | Urban Adult Contemporary |            |       |      | 26    |        | 25:00 | \$650,000   | 1.3%           | 34,900    | 2.6       | 91,900  |
| <b>Flight A - 1 wk (12/18)</b> |               |                          |            |       |      | 10    |        | 25:00 | \$250,000   | 1.3%           | 18,900    | 1.9       | 35,000  |
| <b>One Week Total</b>          |               |                          |            |       |      | 10    |        | 25:00 | \$250,000   | 1.3%           | 18,900    | 1.9       | 35,000  |
|                                |               |                          | M-F 3P-7P  |       | PM   | 5     | 30     | 25:00 | \$125,000   | 1.1%           | 10,500    | 1.4       | 15,000  |
|                                |               |                          | M-F 6A-10A |       | AM   | 5     | 30     | 25:00 | \$125,000   | 1.5%           | 12,300    | 1.6       | 20,000  |
| <b>Flight A - 1 wk (12/25)</b> |               |                          |            |       |      | 6     |        | 25:00 | \$150,000   | 1.4%           | 14,000    | 1.6       | 21,900  |
| <b>One Week Total</b>          |               |                          |            |       |      | 6     |        | 25:00 | \$150,000   | 1.4%           | 14,000    | 1.6       | 21,900  |

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: TALLAHASSEE, SP23 SD, Metro, Multiple Dayparts Used, P 18+. See Detailed Sourcing Page or Complete Details.  
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**Akin Akiyem /Property Appraiser**

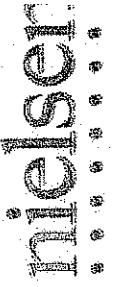
From: Tyler Wold  
 Phone: (850) 201-3010  
 Email: ty.wold@cumulus.com  
 12/15/2023 8:41 AM



**CUMULUS**

| Station                 | Dial Pos/Freq | Format | Daypart    | Days | Code | Spots | Length | Unit | Rate    | Total Cost | Average Rating | Net Reach | Frequency | Gls    |
|-------------------------|---------------|--------|------------|------|------|-------|--------|------|---------|------------|----------------|-----------|-----------|--------|
| WHBQ-FM (continued)     |               |        | W-F 6A-10A |      |      | 3     | :30    |      | \$25.00 | \$75.00    | 1.5%           | 8,700     | 1.4       | 12,000 |
|                         |               |        | W-F 3P-7P  |      |      | 3     | :30    |      | \$25.00 | \$75.00    | 1.2%           | 7,600     | 1.3       | 9,900  |
| Flight A - 1 wk (01/01) |               |        |            |      |      | 10    |        |      | \$25.00 | \$250.00   | 1.3%           | 18,900    | 1.9       | 35,000 |
|                         |               |        |            |      |      | 10    |        |      | \$25.00 | \$250.00   | 1.3%           | 18,900    | 1.9       | 35,000 |
| One Week Total          |               |        | M-F 6A-10A |      | AM   | 5     | :30    |      | \$25.00 | \$125.00   | 1.5%           | 12,300    | 1.6       | 20,000 |
|                         |               |        | M-F 3P-7P  |      | PM   | 5     | :60    |      | \$25.00 | \$125.00   | 1.1%           | 10,500    | 1.4       | 15,000 |

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: TALLAHASSEE; SP23 SD; Metro Multiple Dayparts Used; P. 18+; See Detailed Sourcing Page for Complete Details.  
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**Akin Akinyem /Property Appraiser**

From: Tyler Wold  
 Phone: (850) 201-3010  
 Email: ty.wold@cumulus.com  
 12/15/2023 8:41 AM



**CUMULUS**

**Schedule Grand Totals: 3 Weeks**

| Radio Station      | Stations  | Dial Pos/Freq | Format                   | SPC | Unit Rate      | Total Cost       | Average Rating | Net Reach     | Frequency  | Gls            |
|--------------------|-----------|---------------|--------------------------|-----|----------------|------------------|----------------|---------------|------------|----------------|
| WBZE-FM            | 20        | 98.9          | Adult Contemporary       |     | \$20.00        | \$0.00           | 0.4%           | 11,700        | 1.8        | 21,000         |
| WHBX-FM            | 26        | 96.1          | Urban Adult Contemporary |     | \$25.00        | \$0.50           | 1.3%           | 34,900        | 2.6        | 91,900         |
| <b>Radio Total</b> | <b>46</b> |               |                          |     | <b>\$22.83</b> | <b>\$1,50.00</b> | <b>0.9%</b>    | <b>49,600</b> | <b>2.3</b> | <b>112,900</b> |

Accepted by Station

*[Signature]*

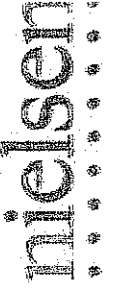
Date

12/15/2023

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.



# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Diane L Wilkins hereby request station time as follows:

|                                  |                                     |                          |
|----------------------------------|-------------------------------------|--------------------------|
| <b>IDENTIFY CANDIDATE TYPE</b> → | <input type="checkbox"/>            | FEDERAL CANDIDATE        |
|                                  | <input checked="" type="checkbox"/> | STATE OR LOCAL CANDIDATE |

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Candidate name:

Akin Akinyemi

Authorized committee:

Diane Wilkins Productions

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Leon County Property Appraiser

Date of election:

November 5, 2024

General

Primary

Treasurer of candidate's authorized committee:

Akin Akinyemi

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:

Diane Wilkins

Digitally signed by Diane Wilkins  
DN: cn=Diane Wilkins, o=Diane Wilkins Productions, email=DianeWilkins@comcast.net, c=US  
Date: 2023.12.15 16:12:08 -0500

Signature:

*Tyler Wold*  
Name: TYLER WOLD

Name: Diane Wilkins Productions

Date of Request to Purchase Ad Time: 12/15/2023

Date of Station Agreement to Sell Time: 12/15

**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:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 12/18

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 #: <u>1057933</u> | Station Call Letters: <u>WHBY</u> | Date Received/Requested: <u>12/18</u>     |
| Est. #:                    | Station Location:                 | Run Start and End Dates: <u>12/19-1/5</u> |

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.