

# Order #931806: Katz Media../Arkansas T../Issue// / 11904

Date	Action	LI Comment	By	Total \$	# Spots	Expected GRP
06/16/22 12:20:09 PM	Processed	<sync process>	David Sorrells (davi	\$1,484.00	42	0.00
06/16/22 12:18:01 PM	Approved		Cindy Sisemore (csi	\$1,484.00	42	0.00
06/16/22 12:17:58 PM	Approval v	[Business Manager - Business Office Approval Needed Default]	Cindy Sisemore (csi	\$1,484.00	42	0.00
06/16/22 12:17:07 PM	Approval v	[Sales Manager - Ready Default]	Dale Daniels (ddani	\$1,484.00	42	0.00
06/16/22 12:11:47 PM	Ready for	mm	Meghan Mathis (me	\$1,484.00	42	0.00
06/16/22 12:08:22 PM	Ready for	mm	Meghan Mathis (me	\$1,484.00	42	0.00
06/16/22 11:55:31 AM	New order	<new order>	Meghan Mathis (me	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 931806  
**Alt Order #:**  
**Product Desc:** Issue  
**Estimate:** / / 11904  
**Flight Dates:** 06/17/22 - 06/30/22  
**Original Date / Rev:** 06/16/22 / 06/16/22  
**Order Type:** GENERAL

**KFAY-AM**  
**Primary AE:** Katz Philadelphia  
**Sales Office:** K-7.5  
**Sales Region:** N-Katz75

**Agency Name:** Katz Media Group  
**Buying Contact:**  
**Billing Contact:**  
 125 West 55th Street  
 New York, NY 10019

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

**Advertiser Name:** Arkansas Tourism Alliance  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**Priority:** P-30

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

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/01/22	06/30/22	42	\$1,484.00	\$1,261.40

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	42	\$1,484.00	\$1,261.40	0.00
<b>Totals</b>	<b>42</b>	<b>\$1,484.00</b>	<b>\$1,261.40</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			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	KFAY	06/17/22	06/23/22	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	3	\$33.00	P-30	0.00	NM	7	\$231.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/13/22	06/19/22	----F--		3				\$33.00		0.00			
		Week: 06/20/22	06/26/22	MTWT---		4				\$33.00		0.00			
N 2	KFAY	06/17/22	06/23/22	M-F Midday M-F	CM	10a-3p	MTWTF--	:30	3	\$40.00	P-30	0.00	NM	7	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/13/22	06/19/22	----F--		3				\$40.00		0.00			
		Week: 06/20/22	06/26/22	MTWT---		4				\$40.00		0.00			
N 3	KFAY	06/17/22	06/23/22	M-F PM Drive M-F	CM	3p-7p	MTWTF--	:30	3	\$33.00	P-30	0.00	NM	7	\$231.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/13/22	06/19/22	----F--		3				\$33.00		0.00			
		Week: 06/20/22	06/26/22	MTWT---		4				\$33.00		0.00			
N 4	KFAY	06/24/22	06/30/22	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	3	\$33.00	P-30	0.00	NM	7	\$231.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/20/22	06/26/22	----F--		4				\$33.00		0.00			
		Week: 06/27/22	07/03/22	MTWT---		3				\$33.00		0.00			
N 5	KFAY	06/24/22	06/30/22	M-F Midday M-F	CM	10a-3p	MTWTF--	:30	3	\$40.00	P-30	0.00	NM	7	\$280.00

Order / Rev: 931806  
 Alt Order #:  
 Flight Dates: 06/17/22 - 06/30/22

Advertiser: Arkansas Tourism Alliance  
 Product Desc: Issue  
 Estimate: / / 11904  
**KFAY-AM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/20/22	06/26/22	----F--					3	\$40.00		0.00			
		Week: 06/27/22	07/03/22	MTWT---					4	\$40.00		0.00			
N 6	KFAY	06/24/22	06/30/22	M-F PM Drive M-F	CM	3p-7p	MTWTF--	:30	3	\$33.00	P-30	0.00	NM	7	\$231.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/20/22	06/26/22	----F--					3	\$33.00		0.00			
		Week: 06/27/22	07/03/22	MTWT---					4	\$33.00		0.00			
													Totals	42	\$1,484.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Targeted Platform Media, LLC, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:**

Agency name: Targeted Platform Media, LLC

Address: P.O. Box Crownsville, MD 21032-0237

Contact: Kate Klebahn

Phone number: (202)965-5060

Email:

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: Arkansas Tourism Alliance

Address: 1307 W. 4th St. Little Rock, AR 72201

Contact: Dustin McDaniel (chairman)

Phone number: 501-954-8000

Email: kklebahn@targetedplatform.com

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**

N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Kate Klebahn</i>	Signature: <i>Meghan Mathis</i>
Name: Kate Klebahn	Name: Meghan Mathis
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>6/16/22</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *6/16/22*

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted  
 Accepted IN PART (e.g., ad not received to determine content)\*  
 Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i># 931806</i>	Station Call Letters: <i>KFAY-AM</i>	Date Received/Requested: <i>6/16/22</i>
Est. #: <i>11904</i>	Station Location: <i>Farmington, AR</i>	Run Start and End Dates: <i>6/17 - 6/30/22</i>

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.