

BLUEWATER BROADCASTING
 4101 Wall Street
 Montgomery, AL 36106

Client: **Marika Coleman for Congress**
 Order #: **10774-00002**
 Description:
 Date Entered: 2/28/2024
 P.O.#:
 Salesperson: Davidson, Jerome
 Invoice Frequency: Billed at end of Cal/EOS, Sorted by Date

Stepwon Marketing
 2500 Rockbrook Drive
 Unit 70
 Lewisville, TX 75067

On-Air Schedule

| Start Date | End Date | Station | Scheduled Time/Event | Repeated | Length | Qty | Rate | Total | M | Tu | W | Th | F | Sa | Su |
|-------------|----------|----------|----------------------|----------|--------|-----|-------|--------|----|----|---|----|----|----|----|
| 1 2/29/2024 | 3/5/2024 | WJWZ-FM | 06:00:00 to 19:00:00 | CUSTOM | :30 | 60 | 14.00 | 840.00 | Y | Y | N | Y | Y | Y | Y |
| 2/29/2024 | 3/3/2024 | | | | | 40 | 14.00 | 560.00 | 0 | 0 | 0 | 10 | 10 | 10 | 10 |
| 3/4/2024 | 3/5/2024 | | | | | 20 | 14.00 | 280.00 | 10 | 10 | 0 | 0 | 0 | 0 | 0 |
| 2 2/29/2024 | 3/5/2024 | WQKS-HD2 | 06:00:00 to 19:00:00 | CUSTOM | :30 | 40 | 4.00 | 160.00 | Y | Y | N | Y | Y | Y | Y |
| 2/29/2024 | 3/3/2024 | | | | | 28 | 4.00 | 112.00 | 0 | 0 | 0 | 6 | 6 | 8 | 8 |
| 3/4/2024 | 3/5/2024 | | | | | 12 | 4.00 | 48.00 | 6 | 6 | 0 | 0 | 0 | 0 | 0 |

Station Totals:

| Station | Spot Count | Gross Billing | Combined Disc. | Net Billing |
|----------|------------|---------------|----------------|-------------|
| WJWZ-FM | 60 | \$840.00 | \$126.00 | \$714.00 |
| WQKS-HD2 | 40 | \$160.00 | \$24.00 | \$136.00 |

Order Start Date: 2/29/2024 Order End Date: 3/5/2024 Spots: 100 Total Charges: \$1,000.00
 Combined Discounts: \$150.00
 Total Net: \$850.00

Bluewater Broadcasting, LLC has a policy of prohibiting discrimination on the basis of race or ethnicity. Accordingly, Bluewater Broadcasting, LLC reserves the right to reject any order for advertising that it regards as inconsistent with this policy.

Projected Calendar Month/End-Of-Schedule Billing Totals for Marika Coleman for Congress / 10774-00002 :

| | | <u>Spot Count</u> | <u>Gross Billing</u> | <u>Combined Disc.</u> | <u>Net Billing</u> |
|---------------|------|-------------------|----------------------|-----------------------|--------------------|
| February | 2024 | 16 | \$164.00 | \$24.60 | \$139.40 |
| March | 2024 | 84 | \$836.00 | \$125.40 | \$710.60 |
| Total: | | 100 | \$1,000.00 | \$150.00 | \$850.00 |

Confirmed & Accepted for BLUEWATER BROADCASTING By:

Accepted for Stepwon Marketing By:

Please Sign and Return One Copy

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, _____, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Date of election:

General

Primary

Treasurer of candidate's authorized committee:

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.

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:



Signature:



Name:

Name:

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

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 ONLYAd submitted to Station? Yes No

Date ad received: _____

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 (optional):

*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 #:

Station Call Letters: WQKS-HD2

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

Marika Coleman For Congress



From: Jerome Davidson
 Phone: (334) 244-0961
 Email:
 2/26/2024 2:52 PM

Flight Dates: 02/27/2024 - 03/05/2024
 Demo: P 12+

Radio Market: MONTGOMERY
 Survey: FA23
 Geography: Metro

ScheduleDescription:
 10 Court SquareMontgomery Alabama 36104

| | Daypart | Daypart Code | Spots | Length | Unit Rate | Total Cost | Average Rating | CPP | GRPs | % of GRPs | % of Total Cost | % Reach | Net Reach | Frequency | Gls |
|---------------------------------|------------|--------------|------------|--------|----------------|-------------------|----------------|----------------|-------------|-------------|-----------------|--------------|---------------|------------|----------------|
| Radio Total | | | 100 | | \$10.00 | \$1,000.00 | 0.5% | \$20.00 | 50.0 | 100% | 100% | 15.9% | 50,800 | 3.1 | 156,000 |
| WJWZ-FM | | | 60 | | \$14.00 | \$840.00 | 0.7% | \$20.00 | 42.0 | 84% | 84% | 13.5% | 43,200 | 3.1 | 132,000 |
| Flight A - 2 wks (02/26, 03/04) | | | | | | | | | | | | | | | |
| | | | 60 | | \$14.00 | \$840.00 | 0.7% | \$20.00 | 42.0 | 84% | 84% | 13.5% | 43,200 | 3.1 | 132,000 |
| One Week Total | | | 30 | | \$14.00 | \$420.00 | 0.7% | \$20.00 | 21.0 | 42% | 42% | 9.0% | 28,700 | 2.3 | 66,000 |
| | M-Su 6A-7P | | 30 | 60 | \$14.00 | \$420.00 | 0.7% | \$20.00 | 21.0 | 100% | 100% | 9.0% | 28,700 | 2.3 | 66,000 |
| WQKS-FM HD2 | | | 40 | | \$4.00 | \$160.00 | 0.2% | \$20.00 | 8.0 | 16% | 16% | 3.4% | 10,800 | 2.2 | 24,000 |
| Flight A - 2 wks (02/26, 03/04) | | | | | | | | | | | | | | | |
| | | | 40 | | \$4.00 | \$160.00 | 0.2% | \$20.00 | 8.0 | 16% | 16% | 3.4% | 10,800 | 2.2 | 24,000 |
| One Week Total | | | 20 | | \$4.00 | \$80.00 | 0.2% | \$20.00 | 4.0 | 8% | 8% | 2.1% | 6,800 | 1.8 | 12,000 |
| | M-Su 6A-7P | | 20 | 60 | \$4.00 | \$80.00 | 0.2% | \$20.00 | 4.0 | 100% | 100% | 2.1% | 6,800 | 1.8 | 12,000 |

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: MONTGOMERY; FA23; Metro; M-Su 6A-7P ; P 12+; See Detailed Sourcing Page for Complete Details.

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From: Jerome Davidson

Phone: (334) 244-0961

Email:

2/26/2024 2:52 PM

Schedule Grand Totals: 2 Weeks

| Stations | Spots | Unit Rate | Total Cost | Average Rating | CPP | GRPs | % of GRPs | % of Total Cost | % Reach | Net Reach | Frequency | Gls | CPM |
|--------------------|------------|----------------|-------------------|----------------|----------------|-------------|-------------|-----------------|--------------|---------------|------------|----------------|---------------|
| Radio Total | 100 | \$10.00 | \$1,000.00 | 0.5% | \$20.00 | 50.0 | 100% | 100% | 15.9% | 50,800 | 3.1 | 156,000 | \$6.25 |
| WJWZ-FM | 60 | \$14.00 | \$840.00 | 0.7% | \$20.00 | 42.0 | 84% | 84% | 13.5% | 43,200 | 3.1 | 132,000 | \$6.36 |
| WQKS-FM HD2 | 40 | \$4.00 | \$160.00 | 0.2% | \$20.00 | 8.0 | 16% | 16% | 3.4% | 10,800 | 2.2 | 24,000 | \$6.67 |

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.

This report was created in TAPSCAN using the following Radio information: MONTGOMERY; FA23; Metro; M-Su 6A-7P ; P 12+; See Detailed Sourcing Page for Complete Details.

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Detailed Sourcing Summary

Radio Market: MONTGOMERY
Survey: Nielsen Radio Fall 2023
Geography: Metro
Daypart: Monday-Sunday 6A-7P

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Demo/Intab/Population:

| Age/Gender | Population | Intab |
|-----------------------|------------|-------|
| Persons 12+ (Primary) | 319,700 | 1,077 |

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Stations: User Selected
Additional
Notices:

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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 Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper. 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 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 (cume) growth model.

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Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

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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/RR8/2023FAL/0173/pdfs/SpecialNotices.pdf>

