

ORDER



Orders
Order / Rev: 2055490
Alt Order #: 28226530
Product Desc: 1664/1681/14077
Estimate: 14077
Flight Dates: 08/17/23 - 08/24/23
Original Date / Rev: 08/15/23 / 08/16/23
Order Type: GENERAL

ETWC

Primary AE: Washington DC Katz/DC
Sales Office: K-WSH
Sales Region: NAT

Agency
Name: Targeted Platform Media
Buying Contact:
Billing Contact:
 1291 Hollywood Ave
 Annapolis, MD 21403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Vote Vets Action Fund
Demographic: HH
Product Codes: PL Advocacy
Revenue Code 1: AGY
Revenue Code 2: Political
Revenue Code 3: Political Issue
Priority: Pol2

New Business End:
Advertiser External ID: 58900
Agency External ID: 8878
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/14/23	08/20/23	6	\$530.00	\$450.50
08/21/23	08/27/23	12	\$870.00	\$739.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	18	\$1,400.00	\$1,190.00	0.00
Totals	18	\$1,400.00	\$1,190.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Katz/DC	K-WSH	NAT	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
ETWC	10%	\$1,400.00
Market	100%	\$14,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$12,600.00
WCTV	0%	\$0.00
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTLH	0%	\$0.00
WTWC	0%	\$0.00
WTXL	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	ETWC	08/17/23	08/23/23	Early News M-F 7a-8a	CM	7a-8a	11111--	:30	5	\$50.00	Pol4	0.00	NM	5	\$250.00
				Early News M-F 7a-8a	(7:00 AM-8:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/17/23	08/23/23	11111--			5			\$50.00		0.00			
N 2	ETWC	08/17/23	08/24/23	M-F 9a-10a	CM	9:00 AM-10:00 AM	111-1--	:30	4	\$50.00	Pol3	0.00	NM	5	\$250.00
				Fox News	(9:00 AM-10:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/17/23	08/23/23	111-1--			4			\$50.00		0.00			

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ETWC

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: 08/24/23	08/30/23	---1---		1				\$50.00		0.00			
N 3	ETWC	08/17/23	08/24/23	M-F 1030a-11a Couples Court	CM	10:30 AM-11:00 AM (10:30 AM-11:00 AM)	A11-111--	:30	4	\$40.00	Pol2	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/23	08/23/23	1-111--		4				\$40.00		0.00			
		Week: 08/24/23	08/30/23	---1---		1				\$40.00		0.00			
N 4	ETWC	08/17/23	08/23/23	TND LF TND	CM	10:30 PM-1:00 XM (10:30 PM-1:00 XM)	1-----	:30	1	\$100.00	Pol3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/23	08/23/23	-1-----		1				\$100.00		0.00			
N 5	ETWC	08/17/23	08/23/23	M-F Late News Fox News	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI1---1--	:30	2	\$300.00	Pol2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/23	08/23/23	1---1--		2				\$300.00		0.00			
													Totals	18	\$1,400.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Vote Vets Action Fund, 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 237 Crownsville, Md 21032

Contact: Cathie Herrick

Phone number: 202.965.5060

Email: cathie@targetedplatform.com

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: Vote Vets Action Fund

Address: P.O. Box 11293 Portland, OR 97211

Contact: Rick Hegdahl - Treasurer

Phone number: 646-415-8429

Email: operations@votevets.org

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.):

Jon Soltz - Chairman

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 **VoteVets**

Station Representative

Signature: 

Signature: 

Name: Peter Mellman

Name: Kandra Bryant

Date of Request to Purchase Ad Time: 3/14/23

Date of Station Agreement to Sell Time: 8/16/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 8/16/23

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 #:
2055490

Station Call Letters:
ETWC

Date Received/Requested:
8/15/23

Est. #:
14077

Station Location:
Tallahassee, FL

Run Start and End Dates:
8/17/2023-8/24/2023

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.