

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Lambert & Co., 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: Kristin Combs

Agency name: Lambert & Co.

Address: 106 W. Allegan, Ste. 200, Lansing, MI 48933

Contact: Kristin Combs

Phone number: 517-267-9012

Email: kcombs@lambert.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: Michigan, My Michigan

Address: 106 W. Allegan, Ste. 200, Lansing, MI 48933

Contact: Kristin Combs

Phone number: 517-267-9017

Email: kcombs@lambert.com

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

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

Phil Hoffman, Heather Lombardini, Ellen Kletzka

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: Kristin Combs

Digitally signed by Kristin Combs
Date: 2020.06.09 12:10:42 -04'00'

Signature:

Scott Shigley

Name: Kristin Combs

Name:

Scott Shigley

Date of Request to Purchase Ad Time: 10/29/2020

Date of Station Agreement to Sell Time: 10/29/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?



Yes



No

Date ad received:

10/29/20

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:

Contract #:

21715

Station Call Letters:

WHIS, WHIX, WPHM, WSAQ

Date Received/Requested:

10-29-20

Est. #:

Station Location:

Poet Haven, MI

Run Start and End Dates:

10/30-11/3/20

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.

ClientName	Station	Days	Time	Program	Length	Rate	10/30/20	11/2/20	Total Spots	GROSS	NET	STATION TOTAL	RURALAMFM TOTAL
Michigan My Michigan	WHLS-AM	MTWRF	0600A-0700P	Rock	30	\$20.00	13	21	34	\$680.00	\$578.00	\$340.00	\$238.00
Michigan My Michigan	WHLS-AM	SAT/SUN	0600A-0700P	Rock	30	\$12.00	25	0	25	\$300.00	\$255.00	\$150.00	\$105.00
Michigan My Michigan	WHLX-AM	MTWRF	0600A-0700P	Adult Alternativ	30	\$10.00	13	22	35	\$350.00	\$297.50	\$175.00	\$122.50
Michigan My Michigan	WHLX-AM	SAT/SUN	0600A-0700P	Adult Alternativ	30	\$8.00	24	0	24	\$192.00	\$163.20	\$96.00	\$67.20
Michigan My Michigan	WPHM-AM	MTWRF	0600A-1000A	News/Talk	30	\$35.00	4	8	12	\$420.00	\$357.00	\$210.00	\$147.00
Michigan My Michigan	WPHM-AM	MTWRF	1000A-0300P	News/Talk	30	\$25.00	5	10	15	\$375.00	\$318.75	\$187.50	\$131.25
Michigan My Michigan	WPHM-AM	MTWRF	0300P-0700P	News/Talk	30	\$25.00	4	4	8	\$200.00	\$170.00	\$100.00	\$70.00
Michigan My Michigan	WPHM-AM	SAT/SUN	0600A-0700P	News/Talk	30	\$20.00	24	0	24	\$480.00	\$408.00	\$240.00	\$168.00
Michigan My Michigan	WSAQ-FM	MTWRF	0600A-0700P	Country	30	\$55.00	13	22	35	\$1,925.00	\$1,636.25	\$962.50	\$673.75
Michigan My Michigan	WSAQ-FM	AU	0600A-0700P	Country	30	\$42.00	24	0	24	\$1,008.00	\$856.80	\$504.00	\$352.80
										\$5,930.00	\$5,040.50	\$2,965.00	\$2,075.50

Sales Order

Stations: WHLS-AM, WHLX-AM, WPHM-AM,
 WSAQ-FM
 Contract Name: ZZZ MICHIGAN MY MICHIGAN-01
 Contract#: 21715
 Start Date: 10/30/20 End Date: 11/03/20
 Revenue Type: Political Type: Cash
 Advertiser: ZZZ MICHIGAN MY MICHIGAN
 Address:
 City: State: Zip:
 Product Name:
 Competitive Code: POLITICAL

Agency: RURAL AM FM LLC
 Address: 190 Monroe Avenue Northwest,
 STE 300
 City: Grand Rapids State: MI Zip: 49503
 Buyer:
 Tax Schedule: (None)
 Agency Commission %: 50
 Billing Cycle: Standard
 Salesperson: 1756NWASH Comm %: 0
 Makegood Policy: Within Contract Dates

WHLS-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	10/30/20	11/02/20		6:00 AM	7:00 PM	30	11				13			24	D	20.00	24	480.00	3
Approved-																			
2	10/30/20	11/02/20		6:00 AM	7:00 PM	30					13	12	25	D	12.00	25	300.00	3	
Approved-																			
3	10/30/20	11/03/20		6:00 AM	3:00 PM	30		10					10	D	20.00	10	200.00	3	
Approved-																			

TOTAL GROSS \$980.00, NET \$490.00

WHLX-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	10/30/20	11/02/20		6:00 AM	7:00 PM	30	11				13			24	D	10.00	24	240.00	3
Approved-																			
2	10/30/20	11/02/20		6:00 AM	7:00 PM	30					12	12	24	D	8.00	24	192.00	3	
Approved-																			
3	10/30/20	11/03/20		6:00 AM	3:00 PM	30		11					11	D	10.00	11	110.00	3	
Approved-																			

TOTAL GROSS \$542.00, NET \$271.00

WPHM-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	10/30/20	11/03/20		6:00 AM	10:00 AM	30	4	4			4			12	D	35.00	12	420.00	3
Approved-																			
2	10/30/20	11/03/20		10:00 AM	3:00 PM	30	5	5			5			15	D	25.00	15	375.00	3
Approved-																			
3	10/30/20	11/02/20		3:00 PM	7:00 PM	30	4			4			8	D	25.00	8	200.00	3	
Approved-																			
4	10/30/20	11/02/20		6:00 AM	7:00 PM	30					12	12	24	D	20.00	24	480.00	3	
Approved-																			

TOTAL GROSS \$1,475.00, NET \$737.50

WSAQ-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	10/30/20	11/02/20		6:00 AM	7:00 PM	30	11				13			24	D	55.00	24	1,320.00	3
Approved-																			
2	10/30/20	11/02/20		6:00 AM	7:00 PM	30					12	12	24	D	42.00	24	1,008.00	3	
Approved-																			
3	10/30/20	11/03/20		6:00 AM	3:00 PM	30		11					11	D	55.00	11	605.00	3	
Approved-																			

TOTAL GROSS \$2,933.00, NET \$1,466.50

Billing Projections: By Month

	Oct 20	Nov 20
CA	2,466.00	3,464.00
ST	0.00	5,930.00

Print Spot Prices

TOTAL SPOTS 236
 GROSS TOTAL \$ 5,930.00
 ADJUSTED SPOTS 236
 ADJUSTED TOTAL \$ 5,930.00

APPROVE DECLINE

 Mediascape