

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Lena Epstein for Michigan Regent, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Lena Epstein

Authorized committee:

Lena Epstein for Michigan Regent

Agency requesting time (and contact information):

Strategic National, hello@strategiconational.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Regent of the University of Michigan

Date of election:

11/8/22

General

Primary

Treasurer of candidate's authorized committee:

Dan Wholihan

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:

John Yob

Name: John Yob

Date of Request to Purchase Ad Time: 9.30.22

Signature:

Name:

Date of Station Agreement to Sell Time:

10/29/22

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:

John Yob

Name: John Yob

Date: 9.30.22

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

Yes

No

Date ad received:

10/28/22

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 #:

3401

Station Call Letters:

WNET 2

Date Received/Requested:

10/29/22

Est. #:

Station Location:

Garfield, N.J.

Run Start and End Dates:

10/1 - 11/8/22

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.

Confirmation



WMJZ-FM Eagle 101.5
 PO 1766
 Gaylord MI 49734
 (989) 732-2341

Contract # 3401
 Date Entered 10/29/2022
 Billing Cycle Calendar
 Conflict 1 Political
 Estimate # UM REGENT
 Contract 11/01/2022 - 11/08/2022

LENA EPSTEIN FOR UM REGENT C/O STRATEGIC
 NATIONAL

Station	Date Range	Time Range	Len	Schedule	Repeated	Comment	Rate	Qty	Total
WMJZ-FM	11/01/2022-11/04/2022	06:00:00-10:00:00	01:00	0,5,4,4,4,0,0	All Weeks		35.00	17	595.00
WMJZ-FM	11/01/2022-11/04/2022	15:00:00-19:00:00	01:00	0,4,4,4,4,0,0	All Weeks		35.00	16	560.00
WMJZ-FM	11/01/2022-11/04/2022	10:00:00-15:00:00	01:00	0,4,4,4,4,0,0	All Weeks		30.00	16	480.00
WMJZ-FM	11/05/2022-11/06/2022	06:00:00-19:00:00	01:00	0,0,0,0,0,8,8	All Weeks		25.00	16	400.00
WMJZ-FM	11/07/2022-11/08/2022	06:00:00-10:00:00	01:00	3,3,0,0,0,0,0	All Weeks		35.00	6	210.00
WMJZ-FM	11/07/2022-11/08/2022	10:00:00-15:00:00	01:00	3,3,0,0,0,0,0	All Weeks		30.00	6	180.00
WMJZ-FM	11/07/2022-11/08/2022	15:00:00-19:00:00	01:00	3,3,0,0,0,0,0	All Weeks		35.00	6	210.00
								Subtotal	2635.00
								Agency Commission	395.25
								Total	2239.75

Projected Billing	Count	Gross	Net
2022	83	2635.00	2239.75
November	83	2635.00	2239.75

Customer _____ Sales Person _____