

ORDER



Orders
Order / Rev: 632009
 Alt Order #:
Product Desc: 821 - FLSUP
Estimate: 9989 - SUFF- 12.26-1.2 HISPANIC
Flight Dates: 12/27/21 - 01/02/22
Original Date / Rev: 12/21/21 / 12/21/21
Order Type: GENERAL

WSBS
Primary AE: Laura Duque
Sales Office: MLOC
Sales Region: Local

Agency
Name: Dynamic Media Strategies
Buying Contact: Kelly Scott
Billing Contact: Accounts Payable
 PO Box 367,
 Fallston, MD 21047

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

Advertiser
Name: Standing up For Florida
Demographic: A18-49
Product Codes: PL2 - Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-3

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/27/21	12/31/21	3	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2022	3	\$3,000.00	\$2,550.00	0.00
Totals	3	\$3,000.00	\$2,550.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Duque	MLOC	Local	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	22	12/27/21	01/02/22	8P-9P AHORA-O HAZA	CM	8P-9P (8:00 PM-9:00 PM)	11--1--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		12/27/21	01/02/22	11--1--	3	\$1,000.00	0.00								
													Totals	3	\$3,000.00

Revision, Version 3

Agency: Dynamic Media Strategies
Office: Fallston
Client: 676 - Standing Up For Florida
Product: 821 - FLSUP

Station: WSBS-TV
Order Type: Normal
Cancel Date:
Received in ePort: 12/21/2021 9:00:20 AM

Flight Start: 12/26/2021
Flight End: 01/02/2022
Hiatus:

Piggyback Product:
Estimate: 9989 - SUFF- 12.26-1.2 HISPANIC TV - FLSUP

Airtime Dollars: \$3,000.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$3,000.00
Total Spots: 3

Primary Demo: A18+
Demo 2:
Demo 3:
GRP: 11.10
CPP: \$270.27
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WSBS-TV
AE: laura duque
Phone:
OrderID: 11232832
Status: Revised

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	A18+			
						12/26	12/27	12/28	12/29	12/30	12/31	1/1	1/2	Rtg	CPP	Imp	CPM	
1	MTuWThF 8P-9P AHORA-O HAZA	PT	\$1,000.00	C	30	0	1	1	0	0	1	0	0	3	3.70	\$270.27		
513 Index: 214. Nielsen: 1.2																		
Total Spots:						0	1	1	0	0	1	0	0					
Total GRP:						0.0	3.7	3.7	0.0	0.0	3.7	0.0	0.0					
Cash\$ - Spots: \$3,000.00 - 3 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$3,000.00 Total GRP - CPP: 11.1 - \$270.27 Total GIMP(000) - CPM: 0 - \$0.00																		

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, 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:

Address:

Contact:

Phone number:

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:

Address:

Contact:

Phone number:

Email:

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.):

Executive Director/President: Pradeep Asnani
 Members of Executive Committee/Board of Directors: Kim LeeBove, John Eder
 Group Treasurer: Kim LeeBove

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>Tammie Wingrove</i>	Signature:
Name:	Name: Laura Duque
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

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 #: 632009	Station Call Letters: WSBS	Date Received/Requested: 12/21/21
Est. #: 9989	Station Location: Miami	Run Start and End Dates: 12/27-12/31

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.