

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Brad Carroll, 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: Chambers Lopez Strategies

Address: PO Box 5539 Arlington, VA 22205

Contact: Brad Carroll

Phone number: 646 443-3696

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: People For the American Way

Address: 1101 15th St NW Suite 600

Contact: Lizet Ocampo

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):

Ben Sealous - President
Michael Keegan - Board member
(+ see attached list)

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:

Joni Ernst

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

US senator

Date of election:

11/3/20

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Coronavirus, Pandemic

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>Brad Carroll</i>	Signature: <i>[Handwritten Signature]</i>
Name: <i>Brad Carroll</i>	Name: <i>[Handwritten Name]</i>
Date of Request to Purchase Ad Time: <i>10/6/20</i>	Date of Station Agreement to Sell Time: <i>10/6/2020</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *10/7/2020*

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 #:	Station Call Letters: <i>KDLS</i>	Date Received/Requested: <i>10/6/2020</i>
Est. #:	Station Location: <i>Des Moines, IA</i>	Run Start and End Dates: <i>10/7/2020 - 10/23/2020</i>

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.

MARKET: Des Moines, IA **AMOUNT:** \$3,420.00 **AGENCY:** MEDIA FINANCIAL SERVICES
REP: Regional Reps Non-Rep **SPOTS:** 114 Invoices@MediaFinancial.com
MOD: Stn Ver: 3 Last:
SALES OFFICE: PHILADELPHIA **SLS PH:** 412 421 2600
SALESPERSON: Roger Rafson **SLS FAX:** 412 421 6001
SLS EMAIL: Roger.Rafson@GenMediaPartners.com
AGENCY: MEDIA FINANCIAL SERVICES **AGY CLI:** **CONTRACT # FOR INVOICING** 4390275
ADVERTISER: People for the American Way **AGY PRD:** **INVOICE:** MEDIA FINANCIAL SERVICES
PRODUCT: 10/7-10/25 Iowa Campaign **AGY EST:** Invoices@MediaFinancial.com
FLIGHT: 10-08-2020 TO 10/25/2020 **[X]Unwired []Spot []Mod**
TOT # OF WEEKS: 3
PRIM. DEMO: Adults 18+ **[X]Cash []Trade**
SEC. DEMO: **SPOT TYPE:** **LAST SENT:** 10/07/2020 15:04

COMMENTS

10/07/2020: This is a revised order - do not double book. REVISED TO CHG WK OF 10/5 TO TH-FR AND ADD SPOTS TO WKS OF 10/12 & 10/19. Please confirm today to joyce.vordenbaum@genmediapartners.com. Thank you.

THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.

ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.

By accepting and airing this schedule, station agrees to pay Regional Reps a sales commission equal to 15% of the agency net in addition to the 15% agency commission.

WEEK#1 10/5/2020 To 10/11/2020 WK TOT \$720.00 WK TOTAL SPOTS 24

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
R	1		MTWTF..	6:00AM	10:00AM	60	10/5/2020	10/9/2020	0	\$30	\$0
R	2		MTWTF..	10:00AM	3:00PM	60	10/5/2020	10/9/2020	0	\$30	\$0
R	3		MTWTF..	3:00PM	7:00PM	60	10/5/2020	10/9/2020	0	\$30	\$0
	4		...TF..	6:00AM	10:00AM	60	10/8/2020	10/9/2020	8	\$30	\$240
	5		...TF..	10:00AM	3:00PM	60	10/8/2020	10/9/2020	8	\$30	\$240
	6		...TF..	3:00PM	7:00PM	60	10/8/2020	10/9/2020	8	\$30	\$240

