

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <i>Transsquare media, Lafayette LA</i>	Date: <i>10/0/19</i>
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I, *Diana Lennon*,

being/on behalf of: *Diana Lennon*, a legally

qualified candidate of the *Republican* political

party for the office of: *School Board*

in the *Primary District 8*

election to be held on: *Oct. 12, 2019*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>Schedule Attached</i>					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

Dina Lennon for School Board

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dina Lennon

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

10/0/19
Date

[Signature]
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

Simone Ancelet
Printed Name

Account Executive
Title

CONTRACT



KPEL-FM
 1749 Bertrand Dr.
 Lafayette, LA 70506
 (337) 233-6000

<u>Contract / Revision</u> 1289423 /		<u>Alt Order #</u>
<u>Advertiser</u> Diana Lennon		<u>Original Date / Revision</u> 10/08/19 / 10/08/19
<u>Contract Dates</u> 10/09/19 - 10/11/19	<u>Estimate #</u>	
<u>Product</u> School Board Campaign		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KPEL-FM	<u>Account Executive</u> Simone Ancelet	<u>Sales Office</u> Local Lafayette
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Diana Lennon
 Attention: Diana Lennon
 315 Brentwood Boulevard
 Lafayette, LA 70503

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KPEL	10/09/19	10/11/19	M-F AM Drive	6a-10a		:30			NM	11	\$467.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/07/19	10/13/19	--WTF--				11	\$42.50			
Totals											11	\$467.50

Time Period	# of Spots	Gross Amount	Net Amount
10/01/19 - 10/11/19	11	\$467.50	\$467.50
Totals	11	\$467.50	\$467.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Diana Lennon KPFL-FM



From: Simone Ancelet
 Phone: (337) 504-1162
 Email: simone.ancelet@townsquaremedia.com
 10/7/2019 11:00 AM

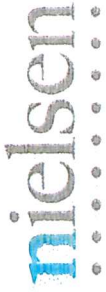
OCT 09 2019

Flight Dates: 10/07/2019 - 10/13/2019
 Demo: P 18+

Radio Market: LAFAYETTE, LA
 Survey: SP19
 Geography: Metro

Daypart	Daypart Title	Notes	Spots	Length	Frequency	Unit Rate	Total Cost
Radio Total							
KPFL-FM							
Flight A - 1 wk (10/07)							
			11		3.6	\$42.50	\$467.50
			11		3.6	\$42.50	\$467.50
One Week Total							
			11		3.6	\$42.50	\$467.50
	W-F 6A-10A		11	30	3.6	\$42.50	\$467.50

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP19, Metro, W-F 6A-10A, P 18+; See Detailed Sourcing Page for Complete Details.
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Diana Lennon KPEL-FM



From: Simone Ancelet
 Phone: (337) 504-1162
 Email: simone.ancelet@townsquaremedia.com
 10/7/2019 11:00 AM

Schedule Grand Totals: 1 Week

Stations	Spots	Frequency	Unit Rate	Total Cost
Radio Total	11	3.6	\$42.50	\$467.50
KPEL-FM	11	3.6	\$42.50	\$467.50

Accepted by Station _____
 Date _____

Accepted by Client _____
 Date _____

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP19; Metro; W-F 6A-10A; P 18+; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: LAFAYETTE, LA
Survey: Nielsen Radio Spring 2019
Geography: Metro
Daypart: Wednesday-Friday 6A-10A

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	434,300	1,192

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

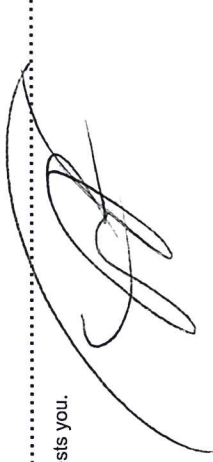
Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://irre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/RR82019SPR0253.pdf/s/SpecialNotices.pdf>



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