

ORDER



Orders
Order / Rev: 4467052
Alt Order #: 28401016
Product Desc: AB PAC
Estimate: 6773
Flight Dates: 05/20/24 - 06/02/24
Original Date / Rev: 05/16/24 / 05/16/24
Order Type: REG

Primary AE: Millennium Chicago
Sales Office: M-CHI
Sales Region: Nat

Agency Name: Amplify Media
Buying Contact:
Billing Contact: Scott Kennedy
 222 West Ontario
 Chicago, IL 60654

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

Advertiser Name: POL/AB PAC - American Bridge 21st C
Demographic: HH
Product Codes: PL6
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	5	\$3,600.00	\$3,060.00
05/27/24	06/30/24	4	\$1,750.00	\$1,487.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	5	\$3,600.00	\$3,060.00	0.00
June 2024	4	\$1,750.00	\$1,487.50	0.00
Totals	9	\$5,350.00	\$4,547.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Chicago			Start Of Order - End Of Order	100%

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	05/27/24	05/31/24	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	MTWTF--	1:00	3	\$400.00	P3	0.00	NM	3	\$1,200.00
COMMENTS APPLY TO SUB LINES A THRU A Family Feud <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/27/24 06/02/24 MTWTF-- 3 \$400.00 0.00															
N 2	All	05/27/24	05/31/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	MTWTF--	1:00	1	\$550.00	P3	0.00	NM	1	\$550.00
COMMENTS APPLY TO SUB LINES A THRU A Family Feud <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/27/24 06/02/24 MTWTF-- 1 \$550.00 0.00															
N 3	All	05/22/24	05/22/24	Wed Prime Hour 1 Wed Hour 1	CM	Wed Hour 1	--W----	1:00	1	\$1,700.00	P2	0.00	NM	1	\$1,700.00
COMMENTS APPLY TO SUB LINES A THRU A The Masked Singer Finale <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/20/24 05/26/24 --W---- 1 \$1,700.00 0.00															
N 4	All	05/21/24	05/24/24	M-F 6-630p M-F 6-630p	CM	M-F 6-630p	-TWTF--	1:00	2	\$400.00	P3	0.00	NM	2	\$800.00
COMMENTS APPLY TO SUB LINES A THRU A Family Feud															

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 Product Desc: AB PAC
 Estimate: 6773

LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 05/20/24	05/26/24	-TWTF--			2			\$400.00			0.00		
N 5	All	05/21/24	05/24/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	-TWTF--	1:00	2	\$550.00	P3	0.00	NM	2	\$1,100.00
COMMENTS APPLY TO SUB LINES A THRU A Family Feud															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 05/20/24	05/26/24	-TWTF--			2			\$550.00			0.00		
													Totals	9	\$5,350.00

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):

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>Christine Killian</i>	Signature: <i>Dawn LeClaire</i>
Name:	Name: Dawn LeClaire
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 5/16/24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 5/16/24

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 #: 4467052	Station Call Letters: WLAX/WEUX	Date Received/Requested: 5/16/24
Est. #: 6773	Station Location: La Crosse, WI	Run Start and End Dates: 5/21 - 6/2/24

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.

"Anna" ABP-WI-T24-01H :60 66%
 "Jenn" ABP-WI-T24-03H :60 34%