

## CONTRACT



Townsquare Media Rockford  
3901 Brendenwood Road  
Rockford, IL 61107  
(815) 399-2233

<u>Contract / Revision</u> 1519443B /		<u>Alt Order #</u>
<u>Advertiser</u> McCarthy 2020		<u>Original Date / Revision</u> 03/12/20 / 03/12/20
<u>Contract Dates</u> 03/13/20 - 03/15/20	<u>Estimate #</u>	
<u>Product</u> McCarthy 2020 :30		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WROK-AM	<u>Account Executive</u> Heather Olson_Y059	<u>Sales Office</u> Local Rockford
<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:

Cain & Company  
Attention: Rick Heffner  
685 Featherstone Road  
Rockford, IL 61107

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WROK	03/13/20	03/15/20	M-F AM Drive	6a-10a		:30			NM	4	\$104.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	----F--				4	\$26.00			
N 2	WROK	03/13/20	03/15/20	M-F Midday	10a-3p		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	----F--				4	\$30.00			
N 3	WROK	03/13/20	03/15/20	M-F PM Drive	3p-7p		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	----F--				4	\$30.00			
N 4	WROK	03/13/20	03/15/20	M-F Evening	7p-12a		:30			NM	4	\$48.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	----F--				4	\$12.00			
N 5	WROK	03/14/20	03/14/20	Sa-Su AM	6a-10a		:30			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	-----S-				4	\$10.00			
N 6	WROK	03/14/20	03/14/20	Sa-Su Midday	10a-3p		:30			NM	4	\$68.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	-----S-				4	\$17.00			
N 7	WROK	03/13/20	03/15/20	Sa-Su Evening	7p-12a		:30			NM	4	\$68.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/09/20	03/15/20	-----SS				4	\$17.00			
Totals											28	\$568.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/24/20 - 03/15/20	28	\$568.00	(\$85.20)	\$482.80
Totals	28	\$568.00	(\$85.20)	\$482.80

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.

McCarthy 2020 1 week all 4

From: Heather Olson

Phone: (815) 399-2233 x235

Email: heather.olson@cumulus.com

3/11/2020 11:19 AM



1519443

Flight Dates: 03/09/2020 - 03/15/2020

Demo: P 18+

Radio Market: ROCKFORD

Survey: FA19 / SP19

Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
<b>Radio Total</b>	112		\$24.88	\$3,007.00	79,200	2.8
<b>WKGL-FM</b>						
Flight A - 1 wk (03/09)	28		\$14.86	\$416.00	21,700	2.6
One Week Total	28		\$14.86	\$416.00	21,700	2.6
M-F 6A-10A	4:30		\$20.00	\$80.00	6,400	1.4
M-F 10A-3P	4:30		\$21.00	\$84.00	8,500	1.4
M-F 3P-7P	4:30		\$21.00	\$84.00	8,500	1.4
M-F 7P-12M	4:30		\$9.00	\$36.00	2,100	1.3
Sa 6A-10A	4:30		\$7.00	\$28.00	3,800	1.9
Sa 10A-3P	4:30		\$13.00	\$52.00	6,300	2.1
Sa-Su 7P-12M	4:30		\$13.00	\$52.00	2,100	1.5
<b>WROX-AM</b>						
Flight A - 1 wk (03/09)	28		\$20.29	\$568.00	11,700	3.1
One Week Total	28		\$20.29	\$568.00	11,700	3.1
M-F 6A-10A	4:30		\$26.00	\$104.00	4,300	1.7
M-F 10A-3P	4:30		\$30.00	\$120.00	7,600	1.8
M-F 3P-7P	4:30		\$30.00	\$120.00	4,500	1.5
M-F 7P-12M	4:30		\$12.00	\$48.00	1,000	1.6
Sa 6A-10A	4:30		\$10.00	\$40.00	1,700	1.9
Sa 10A-3P	4:30		\$17.00	\$68.00	1,400	2.0
Sa-Su 7P-12M	4:30		\$17.00	\$68.00	200	2.0
<b>WROX-FM</b>						
Flight A - 1 wk (03/09)	28		\$31.86	\$892.00	22,300	2.3

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: ROCKFORD; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# McCarthy 2020 1 week all 4

From: Heather Olson  
 Phone: (815) 399-2233 x235  
 Email: heather.olson@cumulus.com  
 3/1/2020 11:19 AM



Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
<b>WXXQ-FM (continued)</b>						
One Week Total	28		\$31.56	\$892.00	22,300	2.3
M-F 6A-10A	28		\$31.56	\$892.00	22,300	2.3
M-F 10A-3P	4:30		\$40.00	\$160.00	7,300	1.3
M-F 3P-7P	4:30		\$40.00	\$160.00	7,600	1.4
M-F 7P-12M	4:30		\$50.00	\$200.00	6,800	1.3
Sa 6A-10A	4:30		\$18.00	\$72.00	2,000	1.2
Sa 10A-3P	4:30		\$30.00	\$120.00	3,700	1.6
Sa-Su 7P-12M	4:30		\$30.00	\$120.00	6,100	1.8
One Week Total	28		\$15.00	\$60.00	2,200	1.5
<b>WZOK-FM</b>						
Flight A - 1 wk (03/09)	28		\$40.57	\$1,136.00	36,800	2.2
One Week Total	28		\$40.57	\$1,136.00	36,800	2.2
M-F 6A-10A	4:30		\$50.00	\$200.00	12,500	1.3
M-F 10A-3P	4:30		\$50.00	\$200.00	13,300	1.4
M-F 3P-7P	4:30		\$60.00	\$240.00	10,900	1.3
M-F 7P-12M	4:30		\$23.00	\$92.00	3,700	1.2
Sa 6A-10A	4:30		\$40.00	\$160.00	5,000	1.8
Sa 10A-3P	4:30		\$45.00	\$180.00	7,900	1.9
Sa-Su 7P-12M	4:30		\$16.00	\$64.00	2,700	1.5

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# McCarthy 2020 1 week all 4



From: Heather Olson  
 Phone: (815) 398-2233 x235  
 Email: heather.olson@cumulus.com  
 3/11/2020 11:19 AM

## Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
<b>Radio Total</b>	<b>112</b>	<b>\$28.89</b>	<b>\$3,012.00</b>	<b>79,500</b>	<b>2.8</b>
WKGL-FM	28	\$14.86	\$416.00	21,700	2.6
WROK-AM	28	\$20.29	\$568.00	11,700	3.1
WQXC-FM	28	\$31.86	\$892.00	22,300	2.3
WZOK-FM	28	\$40.57	\$1,136.00	36,800	2.2

Accepted by Station

*Rick Heffner*

Accepted by Client

Date

3/12/2020

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.

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# Detailed Sourcing Summary

Radio Market: ROCKFORD  
Survey: Average of Nielsen Radio Fall 2019, Nielsen Radio Spring 2019  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	258,000	2,131

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](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://lre.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/RR8/2019SPR/0279/pdfs/SpecialNotices.pdf>

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## 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

<b>Station and Location:</b> <u>Townsquare Media</u>	<b>Date:</b> <u>3/11/2020</u>
---	----------------------------------

I, Rick Heffner

being/on behalf of: Kevin McCarthy

a legally qualified candidate of the Republican Party

political party for the office of: Winnebago County Board, District 11

in the Primary Election March 17, 2020

election to be held on: March 17, 2020

do hereby request station time as follows: \*see attached schedule

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

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

Friends of Kevin McCarthy, Winnebago County Board, District 11

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:

Peter Heinisch

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).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

3/11/2020

Date

Rick Hefner

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Linda Johnson

Signature

Linda Johnson

Printed Name

Bus Mgr

Title