

CONTRACT



KXLY-FM
500 W Boone Avenue
Spokane, WA 99201
(509) 324-4000

www.coyotecountry99.com

<u>Contract / Revision</u> 264308 /	<u>Alt Order #</u>
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<u>Advertiser</u> Citizens for Coeur d'Alene Public Schools	<u>Original Date / Revision</u> 05/02/23 / 05/02/23
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<u>Contract Dates</u> 05/03/23 - 05/16/23	<u>Estimate #</u>
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<u>Product</u> May 2023

<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
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<u>Property</u> KXLY-FM	<u>Account Executive</u> Karen Dineen	<u>Sales Office</u> Local Radio & D
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<u>Special Handling</u> Email Only

<u>Demographic</u> Adults 25-54

<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
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<u>Agency Ref</u>	<u>Advertiser Ref</u>
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And:

Granier Marketing
Attention: Nick Granier
408 E Sherman Avenue, Ste 216
Coeur d' Alene, ID 83814

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KXLYF	05/03/23	05/05/23	5:00 AM-8:00 PM	5:00 AM-8:00 PM		1:00			NM	10	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/23	05/07/23	--WTF--				10	\$30.00			
N 2	KXLYF	05/03/23	05/05/23	5:00 AM-8:00 PM	5:00 AM-8:00 PM		:15			BB	10	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/23	05/07/23	--WTF--				10	\$22.00			
N 3	KXLYF	05/08/23	05/12/23	5:00 AM-8:00 PM	5:00 AM-8:00 PM		1:00			NM	10	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/23	05/14/23	MTWTF--				10	\$30.00			
N 4	KXLYF	05/08/23	05/12/23	5:00 AM-8:00 PM	5:00 AM-8:00 PM		:15			BB	15	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/23	05/14/23	MTWTF--				15	\$22.00			
N 5	KXLYF	05/15/23	05/15/23	5:00 AM-8:00 PM	5:00 AM-8:00 PM		1:00			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/23	05/21/23	2-----				2	\$30.00			
N 6	KXLYF	05/15/23	05/15/23	5:00 AM-3:00 PM	5:00 AM-3:00 PM		:15			BB	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/23	05/21/23	4-----				4	\$20.00			
Totals											51	\$1,290.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/01/23 -05/15/23	51	\$1,290.00	(\$193.50)	\$1,096.50
Totals	51	\$1,290.00	(\$193.50)	\$1,096.50

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required for Television and Radio, 30 days for all Digital and 60 days for Search unless otherwise specified. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



KXLY-FM
500 W Boone Avenue
Spokane, WA 99201
(509) 324-4000

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<u>Contract / Revision</u>	<u>Alt Order #</u>
264308 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Citizens for Coeur d'Alene Public Schools	05/02/23 / 05/02/23

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/03/23 - 05/16/23	May 2023	

Signature: _____ **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, national origin, ancestry or gender. Advertiser hereby certifies that it is not buying broadcasting airtime or digital products for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, ancestry or gender. We reserve the right not to accept all copy.

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required for Television and Radio, 30 days for all Digital and 60 days for Search unless otherwise specified. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Nick Granier, 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: Nick Granier

Agency name: Granier Marketing

Address: 408 E Sherman Ave, Suite 216 Coeur d'Alene, ID 83814

Contact: Nick Granier

Phone number: 206-427-5536

Email: nick@graniermarketing.com

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: Citizens for Coeur d'Alene Public Schools

Address: PO Box 3122 Coeur d'Alene, Idaho 83816

Contact: Noelle Adams

Phone number:

Email: yescdaschools@gmail.com

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):

Citizens for Coeur d'Alene Public Schools
Noelle Adams
Nancy Hart
Chris Myers

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: Citizens for Coeur d'Alene Public Schools
Noelle Adams

Office(s) sought by such candidate(s) (no acronyms or abbreviations): Citizens for Coeur d'Alene Public Schools
Noelle Adams

Date of election: 5/16/23

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

N/A

Citizens for Coeur d'Alene Public Schools
Noelle Adams
Nancy Hart
Chris Myers

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:

Signature: *Karen Dineen*

Name: Nick Granier

Name: Karen A Dineen

Date of Request to Purchase Ad Time: 4/26/2023

Date of Station Agreement to Sell Time: 5/2/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 5/2/23

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 #:
264308

Station Call Letters:
KXLY FM

Date Received/Requested:
5/2/23

Est. #:
N/A

Station Location:
Spokane, WA

Run Start and End Dates:
5/3-5/15/23

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.

N/A

From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@ctxy.com
 5/2/2023 5:42 PM

Flight Dates: 05/01/2023 - 05/21/2023

Demo: P 31+

Radio Market: SPOKANE

Survey: FEB23 (DEC-FEB) / JAN23 (NOV-JAN) / DEC22 (OC

...
 Geography: Metro

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	% Reach	Frequency	Gls	CPM
Radio Total		211		\$16.24	\$3,428.62	0.5%	27.3%	3.9	486,500	\$6.77
KHTQ-FM		54		\$14.98	\$809.00	0.5%	7.2%	4.1	186,600	\$5.99
Flight D - 1 wk (05/15)										
		5		\$13.80	\$69.00	0.6%	1.8%	1.7	14,100	\$4.93
One Week Total		5		\$13.80	\$69.00	0.6%	1.8%	1.7	14,100	\$4.93
M 5A-8P		2 60		\$19.50	\$39.00	0.6%	1.0%	1.2	5,400	\$7.22
M 5A-3P		3 15		\$10.00	\$30.00	0.6%	1.3%	1.4	8,700	\$3.45
Flight C - 1 wk (05/01)										
		20		\$15.00	\$300.00	0.5%	4.2%	2.5	50,000	\$6.00
One Week Total		20		\$15.00	\$300.00	0.5%	4.2%	2.5	50,000	\$6.00
M-F 5A-8P		10 60		\$20.00	\$200.00	0.5%	3.1%	1.7	25,000	\$8.00
M-F 5A-8P		10 15		\$10.00	\$100.00	0.5%	3.1%	1.7	25,000	\$4.00
Flight C - 1 wk (05/08)										
		29		\$15.17	\$440.00	0.5%	4.8%	3.3	72,500	\$6.07
One Week Total		29		\$15.17	\$440.00	0.5%	4.8%	3.3	72,500	\$6.07
M-F 5A-8P		15 60		\$20.00	\$300.00	0.5%	3.8%	2.1	37,500	\$8.00
M-F 5A-8P		14 15		\$10.00	\$140.00	0.5%	3.7%	2.0	35,000	\$4.00
KOLX-AM		56		\$7.55	\$422.62	0.2%	2.7%	3.6	45,400	\$9.44
Flight D - 1 wk (05/15)										
		10		\$7.00	\$70.00	0.2%	1.0%	1.9	8,600	\$7.78
One Week Total		10		\$7.00	\$70.00	0.2%	1.0%	1.9	8,600	\$7.78
M 6A-3P		4 30		\$10.00	\$40.00	0.2%	0.5%	1.3	3,200	\$12.50
M-Tu 6A-3P		6 15		\$5.00	\$30.00	0.2%	0.8%	1.5	5,400	\$5.56

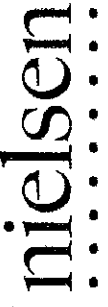
CDA Schools



From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kxly.com
 5/2/2023 5:42 PM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	% Reach	Frequency	Gis	CPM
KXLY-AM (continued)										
Flight C - 1 wk (05/01)										
		21		\$7.27	\$152.62	0.2%	1.5%	2.4	16,800	\$9.09
One Week Total		21		\$7.27	\$152.62	0.2%	1.5%	2.4	16,800	\$9.09
M-F 6A-3P		10	30	\$10.00	\$100.00	0.2%	1.1%	1.6	8,000	\$12.50
M-F 6A-3P		10	15	\$5.00	\$50.00	0.2%	1.1%	1.6	8,000	\$6.25
M-F 5A-6A		1	60	\$2.62	\$2.62	0.2%	0.2%	1.0	800	\$3.28
Flight C - 1 wk (05/08)										
		25		\$8.00	\$200.00	0.2%	1.6%	2.7	20,000	\$10.00
One Week Total		25		\$8.00	\$200.00	0.2%	1.6%	2.7	20,000	\$10.00
M-F 6A-3P		15	30	\$10.00	\$150.00	0.2%	1.3%	2.0	12,000	\$12.50
M-F 6A-3P		10	15	\$5.00	\$50.00	0.2%	1.1%	1.6	8,000	\$6.25
KXLY-AM		50		\$18.10	\$905.00	0.4%	5.0%	3.9	91,000	\$10.06
Flight D - 1 wk (05/15)										
		5		\$16.00	\$80.00	0.4%	1.2%	1.7	9,000	\$8.89
One Week Total		5		\$16.00	\$80.00	0.4%	1.2%	1.7	9,000	\$8.89
M 6A-10A		2	30	\$25.00	\$50.00	0.5%	0.7%	1.2	4,200	\$11.90
M 6A-3P		3	15	\$10.00	\$30.00	0.3%	0.8%	1.3	4,800	\$6.25
Flight C - 1 wk (05/01)										
		20		\$17.50	\$350.00	0.4%	2.9%	2.7	36,000	\$9.72
One Week Total		20		\$17.50	\$350.00	0.4%	2.9%	2.7	36,000	\$9.72
M-F 6A-10A	AM	10	30	\$25.00	\$250.00	0.4%	2.0%	2.2	20,000	\$12.50
M-F 6A-3P		10	15	\$10.00	\$100.00	0.3%	2.0%	1.7	16,000	\$6.25
Flight C - 1 wk (05/08)										
		25		\$19.00	\$475.00	0.4%	3.1%	3.2	46,000	\$10.56
One Week Total		25		\$19.00	\$475.00	0.4%	3.1%	3.2	46,000	\$10.56
M-F 6A-10A	AM	15	30	\$25.00	\$375.00	0.4%	2.3%	2.8	30,000	\$12.50
M-F 6A-3P		10	15	\$10.00	\$100.00	0.3%	2.0%	1.7	16,000	\$6.25
KXLY-FM		51		\$25.29	\$1,290.00	0.9%	12.2%	4.0	225,500	\$6.75

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: SPOKANE, FEB23 (DEC-FEB) / JAN23 (NOV-JAN) / DEC22 (OCT-DEC) / NOV22 (SEP-NOV); Metro; Multiple Dayparts Used; P. 31+; See Detailed Sourcing Page for Complete Details.
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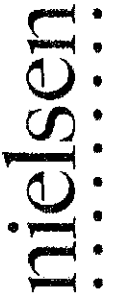
CDA Schools



From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kody.com
 5/2/2023 5:42 PM

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	% Reach	Frequency	Gis	CPM
KXLY-FM (continued)										
Flight D - 1 wk (05/15)										
		6		\$23.33	\$140.00	1.1%	3.7%	1.9	32,000	\$4.40
One Week Total		6		\$23.33	\$140.00	1.1%	3.7%	1.9	32,000	\$4.40
M 5A-8P		2	:60	\$30.00	\$60.00	1.0%	1.9%	1.2	9,600	\$6.25
M 5A-3P		4	:15	\$20.00	\$80.00	1.2%	2.9%	1.7	22,400	\$3.57
Flight C - 1 wk (05/01)										
		20		\$26.00	\$520.00	0.9%	7.2%	2.6	86,000	\$6.05
One Week Total		20		\$26.00	\$520.00	0.9%	7.2%	2.6	86,000	\$6.05
M-F 5A-8P		10	:60	\$30.00	\$300.00	0.9%	5.3%	1.7	43,000	\$6.98
M-F 5A-8P		10	:15	\$22.00	\$220.00	0.9%	5.3%	1.7	43,000	\$5.12
Flight C - 1 wk (05/08)										
		25		\$25.20	\$630.00	0.9%	7.8%	3.0	107,500	\$5.86
One Week Total		25		\$25.20	\$630.00	0.9%	7.8%	3.0	107,500	\$5.86
M-F 5A-8P		10	:60	\$30.00	\$300.00	0.9%	5.3%	1.7	43,000	\$6.98
M-F 5A-8P		15	:15	\$22.00	\$330.00	0.9%	6.4%	2.2	64,500	\$5.12

The first demo listed is the Primary Demo.
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Karen Dineen

From: Nick Granier <nick@graniermarketing.com>
Sent: Thursday, April 27, 2023 12:20 PM
To: Karen Dineen
Subject: Re: FW: CDA Schools

Hi Karen

Thank you. This looks great. I have attached three scripts for the campaign. I will send you our credit card information. Let me know if you have any questions.

Thank you



YES CDA Schools Radio Scripts

On Thu, Apr 27, 2023 at 10:42 AM Karen Dineen <kdineen@kxly.com> wrote:

Hi Nick,

I just wanted to follow up on this schedule. Did you need anything else from me?

Karen A. Dineen

National/Regional Sales Manager

Cell: 509-723-7592

Office: 509-329-4314

KEZE FM * KHTQ FM * KXLY FM * KZZU FM * KXLY AM * KXLX AM * KVNI AM * Phase 3 Digital

From: Karen Dineen
Sent: Wednesday, April 26, 2023 12:19 PM
To: Nick Granier <nick@graniermarketing.com>
Subject: CDA Schools