

CONTRACT



WRRV-FM
2 Pendell Road
Poughkeepsie, NY 12601
(845) 471-1500

<u>Contract / Revision</u> 2126955 /		<u>Alt Order #</u>
<u>Advertiser</u> Metzger for State Senate		<u>Original Date / Revision</u> 10/15/20 / 10/15/20
<u>Contract Dates</u> 10/19/20 - 11/03/20	<u>Estimate #</u>	
<u>Product</u> Oct - Nov 2020		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRRV-FM	<u>Account Executive</u> Shari Lynch_L03371	<u>Sales Office</u> National - Direct
<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:

BrownMillerGroup
222 Broadway 19th Floor
New York, NY 10038

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRRV	10/19/20	11/03/20	M-F AM Drive	6a-10a		:30			NM	28	\$1,344.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	22222--				10	\$48.00			
	Week:	10/26/20	11/01/20	22222--				10	\$48.00			
	Week:	11/02/20	11/08/20	44-----				8	\$48.00			
Totals											28	\$1,344.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/25/20	10	\$480.00	(\$72.00)	\$408.00
10/26/20 - 11/03/20	18	\$864.00	(\$129.60)	\$734.40
Totals	28	\$1,344.00	(\$201.60)	\$1,142.40

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.

Michele Franks

From: Shari Lynch
Sent: Thursday, October 15, 2020 10:15 AM
To: Michele Franks; Robyn Scarchilli; Marisa Bisaccia; Kristin Cummings
Cc: Jason Finkelberg; Sandi Mancuso
Subject: FW: Metzger Radio Ads
Attachments: Metzger NAB-PB-19 Form - Candidate Advertisements.pdf

Hi all –

Attached is the schedule approval and the NAB for the Metzger campaign.

You can charge the credit card and process the below order.

THANKS!!

You can actually air as follows:

10/19-10/25 – 2x per day = 10x AM Drive

10/26- 11/1 – 2x per day = 10x AM Drive

11/2-11/3 – 4x per day = 8x AM Drive

28x (:30's) @ \$48 gross = \$1,344 gross, \$1142.40 net due.

Shari Lynch
Townsquare Media
(848) 221-8143 (O)
(732) 995-6586 (M)

Townsquare Media does not discriminate in advertising sales based on race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, will be rejected.

From: Lacey Seidman <lacey@jenmetzger.com>
Sent: Thursday, October 15, 2020 10:12 AM
To: Shari Lynch <shari.lynch@townsquaremedia.com>
Subject: Fwd: Metzger Radio Ads

Thank you for the clarification, Shari!

If we're paying net, the schedule below is approved, and the NAB is attached to this email. Leah, our campaign manager left the start day blank.
Please let me know if you need anything else from this end. And thanks again for your patience.
Best,
Lacey

I just reviewed the political rate card and, yes, \$48 is the gross rate for WRRV.

\$1355 gross will net down to \$1152 net.

You can actually air as follows:

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10/26- 11/1 – 2x per day = 10x AM Drive

11/2-11/3 – 4x per day = 8x AM Drive

28x (:30's) @ \$48 gross = \$1,344 gross, \$1142.40 net due.

----- Forwarded message -----

From: **Leah Goldman** <leah@jenmetzger.com>
Date: Wed, Oct 14, 2020 at 9:10 PM
Subject: Re: Metzger Radio Ads
To: Lacey Seidman <lacey@jenmetzger.com>

Here you go!

Only thing I left blank was the first day it will be shown.

----- Forwarded message -----

From: **Shari Lynch** <shari.lynch@townsquaremedia.com>
Date: Thu, Oct 8, 2020 at 9:05 AM
Subject: RE: Metzger Radio Ads
To: Lacey Seidman <lacey@jenmetzger.com>

Hi –

We will need the “paid for by Jen Metzger for congress, etc.” and this is Jen and I approved”

- Federal Candidates: I’m Joe Smith and I “approve this message”
- All Candidates and Issues: Is who paid for the message identified in the ad. “This is Jen and I approved this ad, paid for by Metzger for State Senate”

Also, I attached a NAB form, in case you need it.

Thanks!

Shari

Shari Lynch

Townsquare Media

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From: Lacey Seidman <lacey@jenmetzger.com>
Sent: Thursday, October 8, 2020 8:58 AM
To: Shari Lynch <shari.lynch@townsquaremedia.com>
Subject: Re: Metzger Radio Ads

Good morning, Shari!

For your political ads, is "Paid for by..." sufficient? Or do you need the race IDed?

Thank you! We should have it delivered in the coming days.

Best,

Lacey

On Thu, Sep 24, 2020 at 11:04 AM Lacey Seidman <lacey@jenmetzger.com> wrote:

Thanks so much fo this, Shari. I'll be in touch soon!

Best,

Lacey

On Mon, Sep 21, 2020 at 2:11 PM Shari Lynch <shari.lynch@townsquaremedia.com> wrote:

I just reviewed the political rate card and, yes, \$48 is the gross rate for WRRV.

\$1355 gross will net down to \$1152 net.

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Shari

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From: Lacey Seidman <lacey@jenmetzger.com>
Sent: Monday, September 21, 2020 1:15 PM
To: Shari Lynch <shari.lynch@townsquaremedia.com>
Subject: Metzger Radio Ads

Hello, Shari- Lacey from Sen. Jen Metzger's team here.

Putting my other hat on for a moment and writing to you from this non-Government account to get the ball rolling on ads for the Senator's campaign.

The campaign has budgeted \$1,152 for :30 ads to be delivered to WRRV listeners 8 times per week (once or twice a day) during weekday mornings, 10/19 - 11/3. That's assuming the rate is still \$48 each, but if there are specials I'm unaware of, please let me know.

Looking forward to working with you on this!

Lacey

--

Lacey Seidman

lacey@jenmetzger.com



Internet Email Warning

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

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CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Leah Goldman, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Jen Metzger

Authorized committee:

Friends of Jen Metzger

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

New York State Senate for the 42nd District

Date of election:

11/3/2020

General

Primary

Treasurer of candidate's authorized committee:

Lindsay Hutton

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency

Station Representative

Signature:

Leah Goldman

Signature:

Jason Finkenberg

Name:

Leah Goldman

Name:

JASON FINKENBERG

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time: 10-15-20

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 10.15.20

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

SEE ATTACHED BROADCAST CONTRACT.

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.