



# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Strategic Media Placement, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** ➔

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

AARON REED

Authorized committee:

AARON REED FOR KENTUCKY STATE SENATE

Agency requesting time (and contact information):

N/A Strategic Media Placement

Candidate's political party:

REPUBLICAN

Office sought (no acronyms or abbreviations):

KENTUCKY STATE SENATE DISTRICT 7

Date of election:

MAY 21, 2024

General

Primary

Treasurer of candidate's authorized committee:

MIKE TIMMERMAN

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.

**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:

Charles Ballard

Digitally signed by Charles Ballard  
Date: 2024.05.16 09:14:48 -04'00'

Signature:

Tod Head NSA

Name: CHARLES BALLARD

Name: Tod Head

Date of Request to Purchase Ad Time: 05.16.2024

Date of Station Agreement to Sell Time: 5/16/24

**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  NoDate ad received: 5/16/24Federal 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 (optional):  
\_\_\_\_\_

\*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):

24KYREED01V30H Trusted :30

Contract #:

3551184

Station Call Letters:

WAVE

Date Received/Requested:

5/16/24

Est. #:

7083

Station Location:

Louisville

Run Start and End Dates:

5/17-5/21

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.

# ORDER



**Orders**  
**Order / Rev:** 3551184  
**Alt Order #:** WOC14652898  
**Product Desc:** Louisville Broadcast  
**Estimate:** 7083  
**Flight Dates:** 05/17/24 - 05/23/24  
**Original Date / Rev:** 05/16/24 / 05/16/24  
**Order Type:** NORMAL

**WAVE**  
**Primary AE:** Sara Foster  
**Sales Office:** GN-NY  
**Sales Region:** National

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

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

**Advertiser Name:** Aaron Reed for Kentucky  
**Demographic:** A35+  
**Product Codes:** Candidate - State - Senate  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P-02

**New Business End:**  
**Advertiser External ID:** 632491  
**Agency External ID:** 102173  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/23/24	8	\$1,520.00	\$1,292.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	8	\$1,520.00	\$1,292.00	21.50
<b>Totals</b>	<b>8</b>	<b>\$1,520.00</b>	<b>\$1,292.00</b>	<b>21.50</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Foster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVE	05/17/24	05/23/24	M-F News at 5a M-F News at 5a (Program: WAVE NEWS SUNRISE 5:00AM) 2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Mo-Fr 5:00a-6:00a TIME PERIOD ON WAVE	CM	5:00 AM-6:00 AM	MTWTF--	:30	1	\$100.00	P-02	1.30	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/17/24	05/23/24	MTWTF--		1		\$100.00		1.30					
N 2	WAVE	05/17/24	05/18/24	Sa News at 6a Sa News at 6a (Program: WAVE NEWS SUNRISE SAT 6:00A) 2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Sat 6:00a-7:00a TIME PERIOD ON WAVE	CM	6:00 AM-7:00 AM	-----S-	:30	1	\$120.00	P-01	1.60	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/13/24	05/19/24	-----S-		1		\$120.00		1.60					
N 3	WAVE	05/17/24	05/19/24	NBC Su Today NBC Su Today (Program: SUNDAY TODAY) 2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Sun 8:00a-9:00a TIME PERIOD ON WAVE	CM	8:00 AM-9:00 AM	-----S	:30	1	\$230.00	P-01	3.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/13/24	05/19/24	-----S		1		\$230.00		3.00					
N 4	WAVE	05/17/24	05/23/24	M-F News at 12p M-F News at 12p (Program: WAVE NEWS AT NOON) 2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Mo-Fr 12:00p-12:30p TIME PERIOD ON WAVE	CM	12:00 PM-12:30 PM (12:00 PM-12:30 PM)	MTWTF--	:30	1	\$150.00	P-01	2.40	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 3551184  
 Alt Order #: WOC14652898  
 Flight Dates: 05/17/24 - 05/23/24

Advertiser: Aaron Reed for Kentucky  
 Product Desc: Louisville Broadcast  
 Estimate: 7083  
**WAVE**

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:		05/17/24	05/23/24	MTWTF--		1				\$150.00		2.40			
N 5	WAVE	05/17/24	05/23/24	M-F News at 3p M-F News at 3p	CM	3:00 PM-4:00 PM	MTWTF--	:30	1	\$120.00	P-02	2.90	NM	1	\$120.00
(Program: WAVE NEWS AT 3PM)															
2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Mo-Fr 3:00p-4:00p TIME PERIOD ON WAVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/24	05/23/24	MTWTF--		1				\$120.00		2.90			
N 6	WAVE	05/17/24	05/19/24	NBC Meet The Press NBC Meet The Press	CM	10:00 AM-11:00 AM	AI-----S	:30	1	\$190.00	P-02	3.70	NM	1	\$190.00
(Program: MEET THE PRESS)															
2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Sun 10:00a-11:00a TIME PERIOD ON WAVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----S		1				\$190.00		3.70			
N 7	WAVE	05/17/24	05/23/24	M-F News at 4p M-F News at 4p	CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$230.00	P-01	2.90	NM	1	\$230.00
(Program: WAVE NEWS AT 4PM)															
2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Mo-Fr 4:00p-5:00p TIME PERIOD ON WAVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/24	05/23/24	MTWTF--		1				\$230.00		2.90			
N 8	WAVE	05/17/24	05/23/24	M-F News at 5p M-F News at 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$380.00	P-01	3.70	NM	1	\$380.00
(Program: WAVE NEWS AT 5PM)															
2Q2024 (sell) - LOUISVILLE - ACTUAL May/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON WAVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/24	05/23/24	MTWTF--		1				\$380.00		3.70			
													Totals	8	\$1,520.00