

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Jeremy Ellenbogen, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Michael Kavangh	
Authorized committee: Michael Kavangh for Ulster County District Attorney	
Agency requesting time (and contact information): <input type="checkbox"/> N/A The Ellenbogen Group, Inc. 721 Broadway Kingston, NY 12401 845-339-9600	
Candidate's political party: Independent Party	
Office sought (no acronyms or abbreviations): Ulster County District Attorney	
Date of election: 11/7/2023	<input checked="" type="checkbox"/> General <input type="checkbox"/> Primary
Treasurer of candidate's authorized committee: Diana Spada	
<p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input checked="" type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(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).</p> <p>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</p>	
Candidate/Committee/Agency	Station Representative
Signature:	Signature:
Name: Jeremy Ellenbogen	Name:
Date of Request to Purchase Ad Time: 10/23/2023	Date of Station Agreement to Sell Time:



Proposed: 10/23/2023
 Ph: (845) 838-6000
 Fax: (845) 838-2109

Panal Broadcasting 715 Route 52, Beacon, NY 12508

WBPM-FM

Revised: 10/23/2023 1:10:00 PM

Ref: 34299
 Page: 1

Client: MICHAEL KAVANAGH
 Product: POLITICAL ULSTER DA

Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary

Demo: A25-54
 Market: Poughkeepsie, NY
 Total Occ: 40
 Aud Source: (1) Sp/Fall09_3

Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:

CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$1,520.00
 Total Frequency: 0.0

Number of Weeks: 3

Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud	(m:se)	Len	Oct.	Nov.	Occ.	TU
MTWTFSS	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00	6	23	30	6	6
[DSA: W=2, Th=2, F=2]Includes streaming & RDS											
WThF	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00	6				6
[DSA: W=2, Th=2, F=2]Includes streaming & RDS											
Mo-Fr	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00	10				10
[DSA: M=2, T=2, W=2, Th=2, F=2]Includes streaming & RDS											
Mo-Fr	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00	10				10
[DSA: M=2, T=2, W=2, Th=2, F=2]Includes streaming & RDS											
MT	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00	4				4
[DSA: M=2, T=2]Includes streaming & RDS											
MT	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00	4				4
[DSA: M=2, T=2]Includes streaming & RDS											

Source: Estimates. Based on Numeris-NMR Meter Data. Audience in thousands. CPM's based on exact ratings while Display Ratings have been rounded off.



Proposed: 10/23/2023
 Ph: (845) 838-6000
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Pamal Broadcasting 715 Route 52, Beacon, NY 12508

WBPM-FM

Revised: 10/23/2023 1:10:00 PM
 Ref: 34299
 Page: 2

Client: MICHAEL KAVANAGH
 Product: POLITICAL ULSTER DA

Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary

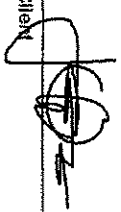
Demo: A25-54
 Market: Poughkeepsie, NY
 Total Occ: 40
 Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:
 CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$1,520.00
 Total Frequency: 0.0

Number of Weeks: 3

Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rigs): Mo-Su 6:00 am-7:00 pm 0%.

Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Gross Total
10/23/2023	12	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$456.00	\$456.00
10/30/2023	20	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$760.00	\$760.00
11/6/2023	8	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$304.00	\$304.00
Agency Commission												\$228.00
Total	40	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	0	.0	Total Net	\$1,292.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client 

10/23/2023

Date

Signature of Sales Rep

Date

Signature of Sales Manager

Date

Pamam Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.



Proposed: 10/23/2023
 Ph: (845) 838-6000
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Pamam Broadcasting 715 Route 62, Beacon, NY 12508

Revised: 10/23/2023 1:24:59 PM
 Ref: 34300
 Page: 1

Client: MICHAEL KAVANAGH
 Product: POLITICAL ULLSTER DA

Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary

Demo: A25-54
 Market: Poughkeepsie, NY
 Total Occ: 44
 Aud Source: (1) Sp/Fall09_1

Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #: _____

CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$1,012.00
 Total Frequency: 0.0

Number of Weeks: 3
 Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (m:ss)	Len	Oct.	Nov.	TH
MTWTFSS	06:00 - 10:00	6A-10A M-SU	\$23.00	0.0	0(1) 1:00	6	23	30	6
[DSA: W=2, Th=2, F=2]Includes streaming									
Mo-Fr	06:00 - 10:00	6A-10A M-SU	\$23.00	0.0	0(1) 1:00	10			10
[DSA: M=2, T=2, W=2, Th=2, F=2]Includes streaming									
MT	06:00 - 10:00	6A-10A M-SU	\$23.00	0.0	0(1) 1:00	4			4
[DSA: M=2, T=2]Includes streaming									
Sa	06:00 - 19:00	M-SU 6A-7P	\$23.00	0.0	0(1) 1:00	12			12
Includes streaming									
Sa	06:00 - 19:00	M-SU 6A-7P	\$23.00	0.0	0(1) 1:00	12			12
Includes streaming									

Source: Estimates, Based on Numeris-NMR Meter Data. Audience in thousands. CPRs based on exact ratings while Display Ratings have been rounded off.



Proposed: 10/23/2023
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Parml Broadcasting 715 Route 52, Beacon, NY 12508

WGHIQ-AM

Revised: 10/23/2023 1:24:59 PM
 Ref: 34300
 Page: 2

Client: MICHAEL KAVANAGH
 Product: POLITICAL ULSTER DA

Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary

Demo: A25-64
 Market: Poughkeepsie, NY
 Total Occ: 44
 Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:
 CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$1,012.00
 Total Frequency: 0.0

Aud Source: (1) Sp/Fall09_1
 Number of Weeks: 3
 Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rigs); Mo-Su 6:00 am-7:00 pm 0%

Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
10/23/2023	18	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$414.00	\$414.00
10/30/2023	22	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$506.00	\$506.00
11/6/2023	4	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$92.00	\$92.00
Agency Commission												\$151.80
Total												\$860.20

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

10/23/2023

Date

Date

Date

Pamam Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.



Proposed: 10/27/2023
 Ph: (845) 838-6000
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 Client: MICHAEL KAVANAGH
 Product: POLITICAL ULSTER DA ADD ON

WBPM-FM
 Panel Broadcasting 715 Route 62, Beacon, NY 12508
 Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

Revised: 10/27/2023 12:26:09 PM
 Ref: 34304
 Page: 1
 AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary
 Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:
 CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$1,306.00
 Total Frequency: 0.0

Number of Weeks: 3
 Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rtg): Mo-Su 6:00 am-7:00 pm 0%.

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (mss)	Len	Oct.	Nov.	TI
MTWTFSS	06:00 - 19:00	M-SU 6A-12M	\$28.00	0.0	0(1)	1:00	23	30	5
		[DSA: Sa=3, Su=2]					5		
Mo-Fr	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00		3	3
		[DSA: M=0, T=1, W=1, Th=0, F=1]							
Mo-Fr	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00		4	4
		[DSA: M=0, T=1, W=1, Th=1, F=1]							
Mo-Fr	15:00 - 19:00	3P-7P M-SU	\$38.00	0.0	0(1)	1:00		12	12
		[DSA: M=2, T=2, W=3, Th=3, F=2]							
Sa,Su	06:00 - 19:00	M-SU 6A-7P	\$28.00	0.0	0(1)	1:00	5		5
		[DSA: Sa=3, Su=2]							
MT	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00		2	2
		[DSA: M=1, T=1]							
MT	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00		2	2
		[DSA: M=1, T=1]							
MT	15:00 - 19:00	3P-7P M-SU	\$38.00	0.0	0(1)	1:00		4	4
		[DSA: M=2, T=2]							

Source: Estimates, Based on Nielsen-NMFI Meter Data, Audience in thousands. CRRs based on exact ratings while Display Ratings have been rounded off.



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Pamam Broadcasting 715 Route 52, Beacon, NY 12508

WBPM-FM

Revised: 10/27/2023 12:26:09 PM
 Ref: 34304
 Page: 2

Client: MICHAEL KAVANAGH
 Product: POLITICAL ULSTER DA ADD ON

Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary

Demo: A25-54
 Market: Poughkeepsie, NY
 Total Occ: 37
 Aud Source: (1) Sp/Fall09_3

Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:

CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$1,306.00
 Total Frequency: 0.0

Number of Weeks: 3
 Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rigs): Mo-Su 6:00 am-7:00 pm 0%.

Week of	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
10/23/2023 (Monday)	5	0.0	0%	\$28.00	0.0	0	\$0.00	\$0.00	.00	.0	\$140.00	\$140.00
10/30/2023	24	0.0	0%	\$35.92	0.0	0	\$0.00	\$0.00	.00	.0	\$862.00	\$862.00
11/6/2023	8	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$304.00	\$304.00
											\$1,306.00	\$1,306.00
											Agency Commission	\$195.90
Total	37	0.0	0%	\$35.30	0.0	0	\$0.00	\$0.00	0	.0	Total Net	\$1,110.10

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

10/23/2023

Date

Date

Date

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 Ph: (845) 838-6000
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 Product: POLITICAL ULSTER DA ADD ON

WGHO-AM
 Pamal Broadcasting 715 Route 52, Beacon, NY 12508
 Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN

Revised: 10/27/2023 12:31:46 PM
 Ref: 34305
 Page: 1
 AE: ODENWALD, MARIAN
 Assistant:

Demo: A25-54
 Market: Poughkeepsie, NY
 Total Occ: 10

Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:

CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$205.00
 Total Frequency: 0.0

Number of Weeks: 3
 Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];
 Comments: Prime(Rtg); Mo-Su 6:00 am-7:00 pm 0%.

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (m:ss)	Len	Oct.	Nov.	TH
MTWTFSS	06:00 - 19:00	M-SU 6A-12A	\$18.00	0.0	0(1) 1:00	2	23	30	6
		[DSA: Sa=2, Su=0]							
Mo-Fr	15:00 - 19:00	3P-7P M-SU	\$23.00	0.0	0(1) 1:00	3			3
		[DSA: M=1, T=0, W=1, Th=0, F=1]							
Sa,Su	06:00 - 19:00	M-SU 6A-7P	\$18.00	0.0	0(1) 1:00	3			3
		[DSA: Sa=3, Su=0]							
MT	15:00 - 19:00	3P-7P M-SU	\$23.00	0.0	0(1) 1:00	2		2	2
		[DSA: M=1, T=1]							

Source: Estimates. Based on Numeris-MMR Meter Data. Audience in thousands. CPM's based on exact ratings while Display Ratings have been rounded off.



Proposed: 10/27/2023
 Ph: (845) 838-6000
 Fax: (845) 838-2109

Parnal Broadcasting 715 Route 52, Beacon, NY 12508
 Client: MICHAEL KAVANAGH
 Product: POLITICAL ULSTER DA ADD ON

Revised: 10/27/2023 12:31:46 PM
 Ref: 34305
 Page: 2

WGHO-AM

Agency: ELLENBOGEN CREATIVE MEDIA
 Contact: JEREMY ELLENBOGEN
 AE: ODENWALD, MARIAN
 Assistant:

Campaign Summary

Demo: A25-64
 Market: Poughkeepsie, NY
 Total Occ: 10
 Total Ratings: 0.0
 Total Impressions: 0
 Total Reach: 0
 Est. #:
 CPP: \$0.00
 CPM: \$0.00
 Contract Total: \$205.00
 Total Frequency: 0.0

Aud Source: (1) Sp/Fall09_1

Number of Weeks: 3

Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];

Comments: Prime(Rigs); Mo-Su 6:00 am-7:00 pm 0%

Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	TL Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
10/23/2023	2	0.0	0%	\$18.00	0.0	0	\$0.00	\$0.00	.00	.0	\$36.00	\$36.00
10/30/2023	6	0.0	0%	\$20.50	0.0	0	\$0.00	\$0.00	.00	.0	\$123.00	\$123.00
11/6/2023	2	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$46.00	\$46.00
Agency Commission												\$30.75
Total												\$174.25

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and quantities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

10/23/2023

Date

Date

Date

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