

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Christian Ulvert, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Lauren Book

Authorized committee:

Florida Democratic Legislative Campaign Committee (three-pack advertising)

Agency requesting time (and contact information):

☐ N/A

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

State Senate District 35

Date of election:

August 23, 2022

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Mark Herron

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:

Signature:

Name: Christian Ulvert

Name:

Date of Request to Purchase Ad Time: 4/20/2022

Date of Station Agreement to Sell Time:

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:

Christian Ulvert, Edge Communications

Date:

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☐ Yes ☐ No Date ad received: _____**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): _____

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.

ORDER



Orders
Order / Rev: 629024
Alt Order #:
Product Desc: 6/2-6/21 Extension
Estimate:
Flight Dates: 06/02/22 - 06/21/22
Original Date / Rev: 06/01/22 / 06/01/22
Order Type: GENERAL

WPLG, INC.

Primary AE: Sara Reynolds-Political
Sales Office: MIA
Sales Region: LOC

Agency Name: Edge Communications
Buying Contact:
Billing Contact:
 1742 W Flagler Street
 Miami, FL 33135

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

Advertiser Name: POL/FL DEM LEGISLATIVE COMMITTEE
Demographic: A25-54
Product Codes: PL-State-Democrat
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-2

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/22	06/21/22	84	\$54,900.00	\$46,665.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	84	\$54,900.00	\$46,665.00	0.00
Totals	84	\$54,900.00	\$46,665.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Reynolds-Political			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	WPLG	06/02/22	06/21/22	7-9a GMA Good Morning America	CM	7-9a (7:00 AM-8:00 AM)	11111--	:30	5	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/22	06/05/22	---11--		2				\$700.00		0.00			
		Week: 06/06/22	06/12/22	11111--		5				\$700.00		0.00			
		Week: 06/13/22	06/19/22	11111--		5				\$700.00		0.00			
		Week: 06/20/22	06/26/22	12-----		3				\$700.00		0.00			
N 2	WPLG	06/02/22	06/21/22	7-9a GMA Good Morning America	CM	7-9a (8:00 AM-9:00 AM)	11111--	:30	5	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/22	06/05/22	---11--		2				\$700.00		0.00			
		Week: 06/06/22	06/12/22	11111--		5				\$700.00		0.00			
		Week: 06/13/22	06/19/22	11111--		5				\$700.00		0.00			
		Week: 06/20/22	06/26/22	21-----		3				\$700.00		0.00			
N 3	WPLG	06/02/22	06/21/22	1030a-1130a This Week This Week With George Stepha	CM	1030-1130a	-----S	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/22	06/05/22	-----S		1				\$800.00		0.00			
		Week: 06/06/22	06/12/22	-----S		1				\$800.00		0.00			
		Week: 06/13/22	06/19/22	-----S		1				\$800.00		0.00			
		Week: 06/20/22	06/26/22	-----		0				\$0.00		0.00			
N 4	WPLG	06/02/22	06/21/22	1130-1230p MichaelPutnam This Week in South Florida	CM	1130a-1230p	-----S	:30	2	\$250.00	P-2	0.00	NM	6	\$1,500.00

Order / Rev: 629024
 Alt Order #:
 Flight Dates: 06/02/22 - 06/21/22

Advertiser: POL/FL DEM LEGISLATIVE COMMITTEE
 Product Desc: 6/2-6/21 Extension
 Estimate:

WPLG, INC.

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: 05/30/22	06/05/22	-----S		2				\$250.00		0.00			
		Week: 06/06/22	06/12/22	-----S		2				\$250.00		0.00			
		Week: 06/13/22	06/19/22	-----S		2				\$250.00		0.00			
		Week: 06/20/22	06/26/22	-----		0				\$0.00		0.00			
N 5	WPLG	06/02/22	06/21/22	11-12p The View The View 11a	CM	11-12n	11111--	:30	5	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/22	06/05/22	---11--		2				\$700.00		0.00			
		Week: 06/06/22	06/12/22	11111--		5				\$700.00		0.00			
		Week: 06/13/22	06/19/22	11111--		5				\$700.00		0.00			
		Week: 06/20/22	06/26/22	21-----		3				\$700.00		0.00			
N 6	WPLG	06/02/22	06/21/22	2-3p Gen Hospital General Hospital 2p	CM	2-3p	11111--	:30	5	\$600.00	P-2	0.00	NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/22	06/05/22	---11--		2				\$600.00		0.00			
		Week: 06/06/22	06/12/22	11111--		5				\$600.00		0.00			
		Week: 06/13/22	06/19/22	11111--		5				\$600.00		0.00			
		Week: 06/20/22	06/26/22	12-----		3				\$600.00		0.00			
N 7	WPLG	06/02/22	06/21/22	5-6p LCL News LCL News 5p	CM	5-6p (5:00 PM-6:00 PM)	11111--	:30	5	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/22	06/05/22	---11--		2				\$700.00		0.00			
		Week: 06/06/22	06/12/22	11111--		5				\$700.00		0.00			
		Week: 06/13/22	06/19/22	11111--		5				\$700.00		0.00			
		Week: 06/20/22	06/26/22	12-----		3				\$700.00		0.00			
													Totals	84	\$54,900.00