

Order #876779: Medium Buyin/Sanders/R../Sarah Huck../ / 1558

Date	Action	Lin	Comment	By	Total \$	# Spots	Expected GRP
1/22 10:03:41 AM	Processed		<async process>	Sharita Vanderhall (sh)	\$250.00	15	0.00
1/22 10:03:23 AM	Approved			Cindy Sisemore (csise)	\$250.00	15	0.00
1/22 10:03:21 AM	Approval V		[Business Manager - Business Office Approval Needed Default]	Cindy Sisemore (csise)	\$250.00	15	0.00
1/22 10:03:08 AM	Approval V		[Sales Manager - Ready Default]	Dale Daniels (ddaniels)	\$250.00	15	0.00
1/19/22 9:52:31 AM	Ready for ;		[bypass] mm	Meghan Mathis (megh)	\$250.00	15	0.00
1/19/22 9:03:20 AM	New order		Copied from Order #876694	Meghan Mathis (megh)	\$250.00	15	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 876779
Alt Order #:
Product Desc: Sarah Huckabee Sanders For Governor
Estimate: / / 1558
Flight Dates: 04/06/22 - 04/12/22
Original Date / Rev: 03/09/22 / 03/09/22
Order Type: GENERAL

KFAY-AM
Primary AE: Katz Philadelphia
Sales Office: K-7.5
Sales Region: N-Katz75

Agency Name: Medium Buying
Buying Contact:
Billing Contact:
 815 Grandview Ave
 Columbus, OH 43215

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

Advertiser Name: Sanders/R/Governor
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-CAND
Revenue Code 3: POL-GOV
Priority: P-80

New Business Thru:
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
03/28/22	04/12/22	15	\$250.00	\$212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	15	\$250.00	\$212.50	0.00
Totals	15	\$250.00	\$212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			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	KFAYA	04/06/22	04/08/22	M-F AM Drive M-F	CM	6a-10a	--WTF--	1:00	3	\$15.00	P-80	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/04/22	04/10/22	--WTF--		3		\$15.00		0.00					
N 2	KFAYA	04/11/22	04/12/22	M-F AM Drive M-F	CM	6a-10a	MT-----	1:00	2	\$15.00	P-80	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/11/22	04/17/22	MT-----		2		\$15.00		0.00					
N 3	KFAYA	04/06/22	04/08/22	M-F Midday M-F	CM	10a-3p	--WTF--	1:00	3	\$20.00	P-80	0.00	NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/04/22	04/10/22	--WTF--		3		\$20.00		0.00					
N 4	KFAYA	04/11/22	04/12/22	M-F Midday M-F	CM	10a-3p	MT-----	1:00	2	\$20.00	P-80	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/11/22	04/17/22	MT-----		2		\$20.00		0.00					
N 5	KFAYA	04/06/22	04/08/22	M-F PM Drive M-F	CM	3p-7p	--WTF--	1:00	3	\$15.00	P-80	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/04/22	04/10/22	--WTF--		3		\$15.00		0.00					
N 6	KFAYA	04/11/22	04/12/22	M-F PM Drive M-F	CM	3p-7p	MT-----	1:00	2	\$15.00	P-80	0.00	NM	2	\$30.00

Order / Rev: 876779
 Alt Order #: _____
 Flight Dates: 04/06/22 - 04/12/22

Advertiser: Sanders/R/Governor
 Product Desc: Sarah Huckabee Sanders For Governor **KFAY-AM**
 Estimate: / / 1558

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: 04/11/22	04/17/22	MT-----					2	\$15.00		0.00			
													Totals	15	\$250.00



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



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

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, Katherine Cookson, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Sarah Huckabee Sanders

Authorized committee:

Sarah For Governor

Agency requesting time (and contact information):

Medium Buying

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor

Date of election:

5/24/22

General

Primary

Treasurer of candidate's authorized committee:

CALE TURNER PO BOX 26340 LITTLE ROCK, AR 72221 (501) 400-7390

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

Signature:

Katherine Cookson

Digitally signed by Katherine Cookson
Date: 2021.08.10 10:06:52 -04'00'

Name: Katherine Cookson

Date of Request to Purchase Ad Time: 1/12/22

Station Representative

Signature:



Name: Meghan Mathis

Date of Station Agreement to Sell Time:

3/4/22

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: 3/8/22

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 #: # 876799

Station Call Letters: KFAY-AM

Date Received/Requested: 3/4/22

Est. #: 1561

Station Location: Farmington, AR

Run Start and End Dates: 4/27 - 5/3/22

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.