

# Order #876794: Medium Buyin/Sanders/R../Sarah Huck../ / 1560

Date	Action	Li Comment	By	Total \$	# Spots	Expected GRP
04/19/22 10:52:40 AM	Processed	[cleared cash in adv] cas	Cindy Sisemore (csi:	\$250.00	15	0.00
03/09/22 10:03:20 AM	Processed	<async process>	Sharita Vanderhall (:	\$250.00	15	0.00
03/09/22 10:01:53 AM	Approved		Cindy Sisemore (csi:	\$250.00	15	0.00
03/09/22 10:01:50 AM	Approval V	[Business Manager - Business Office Approval Needed Default]	Cindy Sisemore (csi:	\$250.00	15	0.00
03/09/22 10:01:16 AM	Approval V	[Sales Manager - Ready Default]	Dale Daniels (ddanic	\$250.00	15	0.00
03/09/22 9:52:24 AM	Ready for :	[bypass] mm	Meghan Mathis (me:	\$250.00	15	0.00
03/09/22 9:15:51 AM	New order	Copied from Order #876787	Meghan Mathis (me:	\$250.00	15	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 876794  
**Alt Order #:**  
**Product Desc:** Sarah Huckabee Sanders For Governor  
**Estimate:** / / 1560  
**Flight Dates:** 04/20/22 - 04/26/22  
**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

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	9	\$150.00	\$127.50
04/25/22	04/26/22	6	\$100.00	\$85.00

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	9	\$150.00	\$127.50	0.00
May 2022	6	\$100.00	\$85.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$250.00</b>	<b>\$212.50</b>	<b>0.00</b>

**Account Executives**

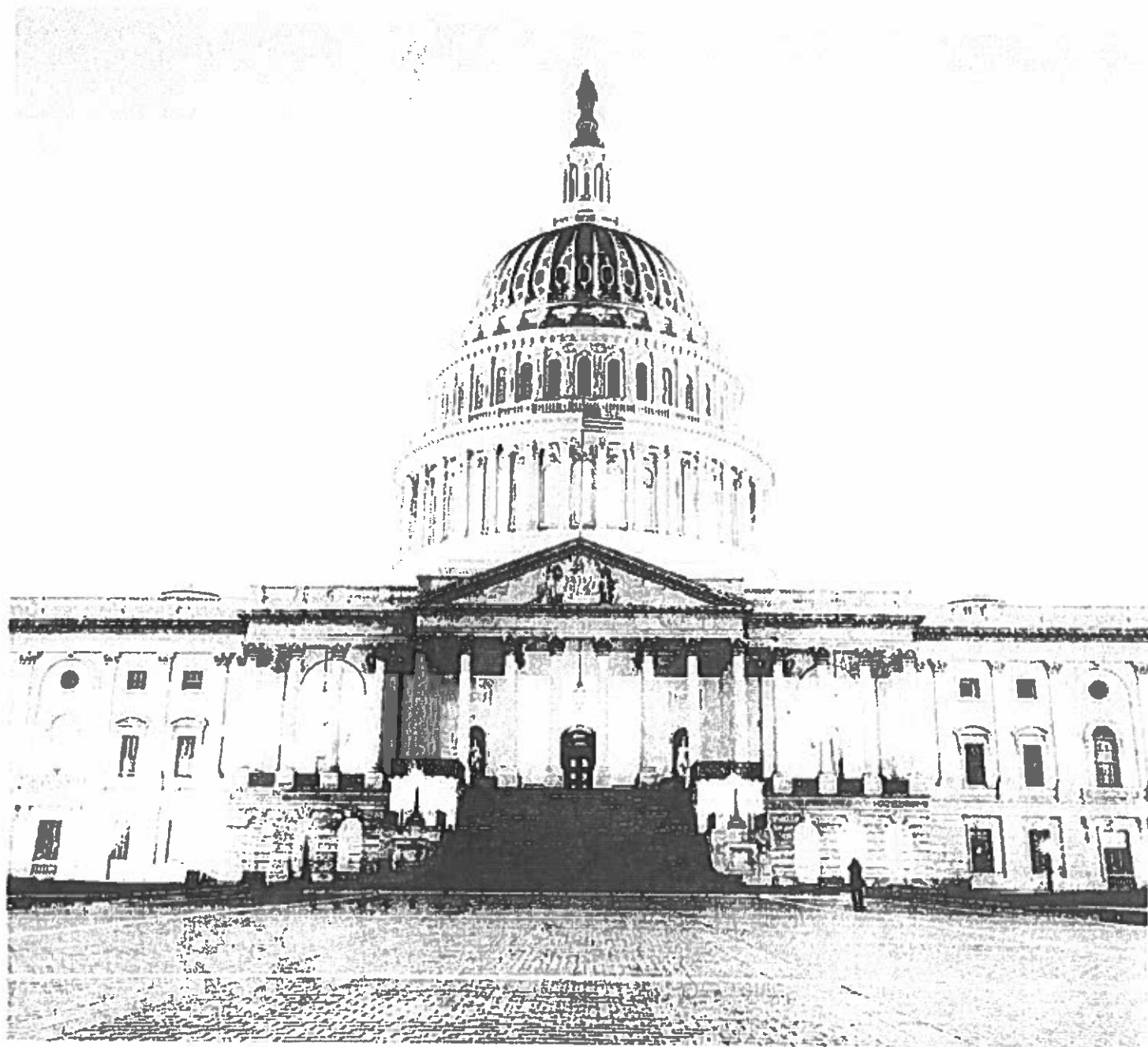
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KFAY	04/20/22	04/22/22	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: 04/18/22	04/24/22	--WTF--		3		\$15.00		0.00					
N 2	KFAY	04/25/22	04/26/22	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: 04/25/22	05/01/22	MT-----		2		\$15.00		0.00					
N 3	KFAY	04/20/22	04/22/22	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: 04/18/22	04/24/22	--WTF--		3		\$20.00		0.00					
N 4	KFAY	04/25/22	04/26/22	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: 04/25/22	05/01/22	MT-----		2		\$20.00		0.00					
N 5	KFAY	04/20/22	04/22/22	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: 04/18/22	04/24/22	--WTF--		3		\$15.00		0.00					
N 6	KFAY	04/25/22	04/26/22		CM	3p-7p	MT-----	1:00	2	\$15.00	P-80	0.00	NM	2	\$30.00

Order / Rev: 876794  
 All Order #:  
 Flight Dates: 04/20/22 - 04/28/22

Advertiser: Sanders/R/Governor  
 Product Desc: Sarah Huckabee Sanders For Governor **KFAY-AM**  
 Estimate: // 1560

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F PM Drive											
				M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	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**

**Station Representative**

Signature:

Katherine Cookson

Digitally signed by Katherine Cookson  
Date: 2021.08.10 10:06:52 -0400

Signature:

*Meghan Mathis*

Name: Katherine Cookson

Name: *Meghan Mathis*

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

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 # 876794

Station Call Letters: KFAY-AM

Date Received/Requested: 3/4/22

Est #: 1560

Station Location: Farmington, AR

Run Start and End Dates: 4/20 - 4/26/22

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.

# INVOICE



**KFAY-AM**  
 4209 Frontage Road  
 Fayetteville, AR 72703  
 Main: (479) 521-5566  
 Billing:

Property	KFAY-AM		
Invoice #	BB3276533	Order #	876794
Invoice Date	04/24/22	Alt Order #	
Invoice Month	April 2022	Deal #	
Invoice Period	03/28/22 - 04/24/22	Flight Dates	04/20/22 - 04/26/22
Advertiser	Sanders/R/Governor		
Product	Sarah Huckabee Sanders For Governor		
Estimate #	/ / 1560		
Account Executive	Katz Philadelphia		
Sales Office	Katz-7.5%		
Sales Region	National Katz 7.5%		
Agency Code	RI14698		
Advertiser Code			
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref			
Advertiser Ref			
Product 1			
Product 2			

Billing Address:

**Medium Buying**  
 Attention: Accounts Payable  
 815 Grandview Ave  
 Suite 600  
 Columbus, OH 43215

Send Payment To:

**KFAY-AM**  
 Cumulus Media- Fayetteville  
 3598 Momentum Place  
 Chicago, IL 60689-5335

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	04/20/22	04/22/22	M-F	6a-10a	--WTF--	1:00	3	\$15.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/18/22 04/24/22 --WTF-- 3 \$15.00										
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>										
24 KFAYA W 04/20/22 6:25 AM M-F 6a-10a 1:00 SHS RADIO MIX 030722 \$15.00 NM										
23 KFAYA W 04/20/22 9:28 AM M-F 6a-10a 1:00 SHS RADIO MIX 030722 \$15.00 NM										
22 KFAYA Th 04/21/22 9:26 AM M-F 6a-10a 1:00 SHS Educate-Pay raise RAD \$15.00 NM										
3	04/20/22	04/22/22	M-F	10a-3p	--WTF--	1:00	3	\$20.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/18/22 04/24/22 --WTF-- 3 \$20.00										
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>										
21 KFAYA W 04/20/22 10:28 AM M-F 10a-3p 1:00 SHS RADIO MIX 030722 \$20.00 NM										
23 KFAYA W 04/20/22 10:54 AM M-F 10a-3p 1:00 SHS RADIO MIX 030722 \$20.00 NM										
22 KFAYA W 04/20/22 2:33 PM M-F 10a-3p 1:00 SHS RADIO MIX 030722 \$20.00 NM										
5	04/20/22	04/22/22	M-F	3p-7p	--WTF--	1:00	3	\$15.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 04/18/22 04/24/22 --WTF-- 3 \$15.00										
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>										
24 KFAYA W 04/20/22 3:31 PM M-F 3p-7p 1:00 SHS RADIO MIX 030722 \$15.00 NM										
23 KFAYA Th 04/21/22 5:17 PM M-F 3p-7p 1:00 SHS Educate-Pay raise RAD \$15.00 NM										
22 KFAYA F 04/22/22 5:32 PM M-F 3p-7p 1:00 SHS Educate-Pay raise RAD \$15.00 NM										
<b>Total Spots</b>							<b>9</b>			

**DUE NET 30: 1.5% Service Fee on Credit Cards**

<u>Gross Total</u>	<b>\$150.00</b>
<u>Agency Commission</u>	<b>\$22.50</b>
<u>Net Amount Due</u>	<b>\$127.50</b>

Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.



**INVOICE**

Send Payment To:

News/Talk  
**1030 KFAY-AM**  
 ABC NEWS

**KFAY-AM**  
**Cumulus Media- Fayetteville**  
**3598 Momentum Place**  
**Chicago, IL 60689-5335**

Invoice #	BB3276533	Invoice Month	April 2022
Invoice Date	04/24/22	Invoice Period	03/28/22 - 04/24/22
Advertiser	Sanders/R/Governor		
Product	Sarah Huckabee Sanders For Governor		
Estimate #	/ / 1560		

Invoice Balance as of 05/03/22 9:27:42 AM CT**\$127.50**