



Post Office Box 10; Walhalla, SC 29691  
 (864) 638-3616 (864) 638-6810  
 www.wgog.com

# RADIO ADVERTISING AGREEMENT

Page \_\_\_ of \_\_\_

Date: 10/22/21  
 Business Name: DAVID UNDERWOOD  
 Authorized Employee: \_\_\_\_\_  
 Address: 217 TIMBERLINE RIDGE  
WALHALLA, SC 29691  
 Phone: 864-723-2793  
 FAX: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Client No: 1996  
 Sales Executive: Gary Butts

Agency: \_\_\_\_\_  
 Discount: \_\_\_\_\_  
 Co-Op: \_\_\_\_\_

Description: POLITICAL (NON-CANDIDATE)  
 Start Date: 10-22-21  
 End Date: 11-2-21  
 Cart No: 1996  
 Length: :30

Special Instructions: Paid in advance.  
PAID BY CREDIT CARD.

## Advertising Schedule

	Date		Time		Days							Rate	Memo
	Start	End	Start	End	Mon	Tues	Wed	Thur	Fri	Sat	Sun		
1	10-22-21	11-2-21	6 A	7 P	3	3	3	3	3	3	3	10.00	
2													
3													
4													
5													
6													
7													
8													

Add attachment page if additional Schedule space is required.

Total Units: 36 Cost Per Unit: 10.00 Gross: \_\_\_\_\_ Net: 360.00

Terms: This advertisement order represents confirmation of the agreement between Agency/Client and station. Unless otherwise agreed to by the parties, full payment is required at time of order. When credit is approved, station will bill at end of month. Payment for all ads is due as broadcast and payable no later than the tenth calendar day of the month after the ads were broadcast or the services were provided. Client agrees to pay on time without regard to actions by other parties involved on their behalf. Client agrees to pay all cost of collection (including attorney's fees) and that necessary litigation will be in a court within a jurisdiction of radio station's license. Canceling the contract requires full payment of all amounts due. Upon cancellation, payment shall include the difference between the contracted value and the rate determined by the actual number of ads broadcast. Canceling will stop broadcasting but not change the contract obligation to pay the difference between the contracted value and the rate determined by the actual number of ads broadcast for all ads broadcast prior to cancellation. A 72 hour notice is required to cancel any advertisement. (Long-term agreements require 30 day notice to cancel.)

All scripts and programs will comply with applicable local, state and federal laws and regulations. The undersigned personally guarantees, unconditionally and at all times, the payment when due and all indebtedness of Agency/Client to the station. This agreement constitutes the full and complete agreement of the parties and supersedes all prior negotiations, proposals and agreements, either oral or written, between the parties.

If checked, the terms of this agreement contains a long-term commitment or a special discounted rate package. Should Agency/Client cancel before said term expires, a regular per spot rate of \_\_\_\_\_ will be retroactively applied to Agency/Client's account. This includes any past paid invoices which are part of this agreement.

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in anyway on the basis of race or ethnicity.

Agreed and Accepted for Participating Business:

For Radio Station:

DAVID UNDERWOOD  
 Client Business Name

Gary Butts  
 Sales Executive

[Signature]  
 Signature

[Signature]  
 Signature

10-22-21  
 Date

10-22-21  
 Date

**ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM**

I, DAVID UNDERWOOD, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Station time requested by:

DAVID UNDERWOOD

Agency name:

Address:

217 TIMBERLINE RIDGE, WALHALLA, SC 29691

Contact:

Phone number: 864-723-2793 | Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name:

SAME AS ABOVE

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

N/A

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A



**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>SD Underwood</i>	Signature: <i>Gary Butts</i>
Name: <i>SD Underwood</i>	Name: <i>GARY BUTTS</i>
Date of Request to Purchase Ad Time: <i>10/22/21</i>	Date of Station Agreement to Sell Time: <i>10/22/21</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *10/22/21*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted  
 Accepted IN PART (e.g., ad not received to determine content)\*  
 Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters: <i>WGOG</i>	Date Received/Requested: <i>10-22-21</i>
Est. #:	Station Location: <i>WALTHALLA, SC</i>	Run Start and End Dates: <i>10/22 - 11/2/21</i>

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.



DATE: 10/22/21

## Credit Card Charge Acceptance Statement

This statement certifies that I, the undersigned below, agree to make the following payment and to charge to my credit card as listed below.

CREDIT CARD TYPE: VISA, MASTERCARD,  
AMERICAN EXPRESS  
(Please circle)

CREDIT CARD #: 4270 8290 3074 7197

EXPIRATION DATE: 06 Month 2023 Year

THREE DIGIT SECURITY CODE: 372

CARD BILLING ADDRESS: 217 TIMBERLINE RIDGE  
WALTHALLA, SC 29691

Amount paying on account: 360.00

Processing Fee (3%): 10.80

**Total CHARGE:** 370.80

NAME ON CARD: MELLISSA UNDERWOOD

(PLEASE PRINT)

A handwritten signature in black ink that reads "Melissa Underwood". The signature is written in a cursive style with a large initial "M".

CARDHOLDER SIGNATURE

**Station Use Only:**

Station Name: 101.7 WGOG

Sales Executive: Gary Butts

Client Name & Acct number: 1996 DAVID UNDERWOOD - POLITICAL

Please FAX this form to 706-297-7266 for payment processing.

(NON-CANDIDATE)