

NASSAU BROADCASTING  
 107 PAXINOSA ROAD WEST  
 EASTON, PA 18040  
 610-258-6155

Order #: 12754-2-S  
 Description: POLITICAL  
 Date Entered: 4/3/2013  
 P.O.#:  
 Salesperson: Price, Terry  
 Invoice Frequency: Billed at end of Cal Month, Sorted by Date

ROBERT ALLEN

**On-Air Schedule**

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
5/20/2013	5/21/2013	WSBG-FM	06:00:00a to 09:00:00a	Weekly	1:00	6	35.00	210.00	3	3	0	0	0	0	0

Order Start Date: 5/20/2013    Order End Date: 5/21/2013    Spots: 6    Total Charges: \$210.00

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including, but not limited to, decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Projected Calendar Month Billing Totals for ROBERT ALLEN / 12754-2-S :			
		<u>Spot Count</u>	<u>Net Billing</u>
May	2013	6	\$210.00

Confirmed & Accepted for NASSAU BROADCASTING By: \_\_\_\_\_

Accepted for ROBERT ALLEN By: \_\_\_\_\_

-----  
 Please Sign and Return One Copy



**QUOTATION: Robert Allen – Monroe County Coroner**

Prepared : 3/20/13

By Terry Price – Senior Marketing Consultant

**RECOMMENDED SCHEDULE May 13 – 21, 2013**

May 13 - 19

TIMES	M	T	W	T	F	S	S	UNIT	COST	TOTAL
6am-9am	3	3	3	3				:60	\$35	\$325.00
10am-3pm						3		:60	\$15	\$ 45.00
10am-3pm						3		:60	\$24	\$ 72.00

May 20-21

TIMES	M	T	W	T	F	S	S	UNIT	COST	TOTAL
6am-9am	3	3						:60	\$35	\$210.00

**TOTAL INVESTMENT = \$852.00**

Arbitron forecast measurement of Monroe County Adults 18+ = 18,300 persons and average of 3.4 times

CONDITIONS PERTAINING TO THESE PRICES AND ANY ADDITIONAL TERMS OF THE AGREEMENT, INCLUDING CONTINGENCIES THAT AFFECT QUOTATION

- POLITICAL RATES - Pre Payment in Full
- Quotation valid for 5 business days
- Early Cancellation Subject to FOUR Weeks written notice
- SUBJECT TO TERMS AND CONDITIONS OF NASSAU BROADCASTING DISCLOSURE STATEMENT

ACCEPTED BY  DATE 4/3/13 REP Terry Price

22 SOUTH SIXTH STREET, STROUDSBURG PA 18360 TEL: 570-421-2100 FAX: 421-2040  
 tprice@nassaubroadcasting.com  
 A DIVISION OF NASSAU BROADCASTING

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

# PRODUCTION ORDER

WVPO Contract # \_\_\_\_\_ (WSBG) Contract # \_\_\_\_\_ WWYY Contract # \_\_\_\_\_  
WODE Contract # \_\_\_\_\_ WEEX/WYNS Contract # \_\_\_\_\_

A.E. Terry Price

Date 4/3, 2013

CIRCLE IF CO-OP (script required)

CIRCLE IF SPEC

Number of Cuts \_\_\_\_\_

Cart # _____	Cart # _____
Client <u>Robert Allen - Polit.</u>	Client _____
Spot Title/ISCI Code <u>- Polit.</u>	Spot Title/ISCI Code _____
Length <u>(60)</u> :30 :15 :10	Length :60 :30 :15 :10
Start Date <u>5/20</u>	Start Date _____
End Date <u>5/21</u>	End Date _____

Web Streaming On: WSBG      WODE      WWYY      (circle all that apply)

Email to: Terry

Copy of Produced Spot Needed? (Circle One)      CD      Tape      MP3

Produced Spot Needed By (Date) \_\_\_\_\_

- > Extend current copy / Replaces existing copy / Rotate with existing copy / Add Tag
- > DGS / FirstSpin / Spottraffic / Slingspot / Download from Email / Spot in Client Folder \_\_\_\_\_

> Notes/Rotation instructions:  
Script & recording appointment TSA

> Assigned to: \_\_\_\_\_ Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

# INTERNAL POLITICAL ADVERTISING CHECKLIST

(Pre-Buy, Buy, And Post-Buy)

## Pre-Buy

- \_\_\_\_\_ Purge Local Public Inspection File (remove any records over two years old which are not the subject of a pending dispute)
- \_\_\_\_\_ Review station rate cards and current orders for consistency as to quoted advertising rates
- \_\_\_\_\_ Determine station's lowest unit charge during the applicable 45-day pre-primary period or the 60-day pre-election period, taking into account any normal seasonal rate adjustments that may occur
- \_\_\_\_\_ Prepare memo evidencing the station's credit policy (such a policy might state that credit will not be extended for the advertising of one-time events or to advertisers who contemplate terminating operations within one year)
- \_\_\_\_\_ Instruct National Rep on disclosure requirements (provide Rep with a copy of the station's Political Disclosure Statement)
- \_\_\_\_\_ Review "make good" activity of the station during the preceding 12 months
- \_\_\_\_\_ Review weekend sales order activity of the station during the preceding 12 months
- \_\_\_\_\_ Establish weekly log review/rebate procedure
- \_\_\_\_\_ Allocate rates in pre-existing packages (the rates of all spots in packages must be allocated for lowest unit charge purposes; the allocation must be made on the contract, on the invoice, or in a separate, contemporaneous document that is kept with the contract)

## Buy

- \_\_\_\_\_ Complete and attach BCRA Political Record to all avail submissions
- \_\_\_\_\_ If federal, complete and attach Certification of Federal Candidate Responsibility
- \_\_\_\_\_ Code all contracts by class of time
- \_\_\_\_\_ Code Political spots
- \_\_\_\_\_ Allocate the value of all spots by class of time
- \_\_\_\_\_ Be prepared to quote the likelihood of preemption
- \_\_\_\_\_ Attach sales order to BCRA Political Record
- \_\_\_\_\_ List all applicable rates and "LUC" on avail sheet for each class
- \_\_\_\_\_ Obtain "Section 315" certificate from federal candidate in order to receive LUC
- \_\_\_\_\_ Require NAB Political Agreement Form PB 16 to be completed and signed
- \_\_\_\_\_ Place order/BCRA Political Record/NAB Political Agreement Form in the Local Public Inspection File as soon as possible (maintain a separate file for each candidate)
- \_\_\_\_\_ Decide whether you will make your facility available to candidates for non-federal offices (stations are not required to sell any advertising to candidates for nonfederal office)
- \_\_\_\_\_ Obtain payment

## Post-Buy

- \_\_\_\_\_ Review spots to ensure "use"/ID compliance
- \_\_\_\_\_ Be prepared to indicate variance from order on request (arrange for someone to check logs on a daily basis)
- \_\_\_\_\_ Review logs weekly; issue rebate; credit as appropriate
- \_\_\_\_\_ Attach invoice for order
- \_\_\_\_\_ Make sure that all records in the Local Public Inspection File are maintained in an "orderly" manner so that they may be easily accessed.

# POLITICAL FILE CHECKLIST

## For Each Candidate

- BCRA Political Record and Certification of Federal Candidate Responsibility
- Acknowledgment of political disclosure statement or confirmation that disclosure was provided
- Initial order or inquiry
- Response to initial order or inquiry (contract, change order, etc.)
- Subsequent orders or inquiries and responses
- Contracts
- Actual scheduling information
- Invoices
- Rebate Information
- Information concerning sponsors (officers, directors, members of the executive committee)
- Description of any appearances on non-exempt programs
- Description of any free time provided to candidates.

Note: Class of time must be shown on orders, contracts, invoices. etc.

## Sponsors of Controversial Issue and Non-"Use" Political Advertising

- BCRA Political Record
- Initial order or inquiry
- Response to initial order or inquiry (contract, change order, etc.)
- Subsequent orders or inquiries and responses
- Contracts
- Actual scheduling information
- Invoices
- Rebate information
- Information concerning sponsors (officers, directors, members of the executive committee)

Note: Class of time must be shown on orders, contracts, invoices. etc.

Retention Period: Two years.

# BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that: (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for  a candidate request  
 an election message request \*  
 an issue request \*

The request was  accepted #  
 rejected

Candidate Named in Message: Robert M Allen

Office Being Sought: County Coroner

Election or Issue Referred to: Pa Primary

Sponsor (or authorized candidate committee): Robert M Allen Campaign Fund

Treasurer of authorized candidate committee: Traci Allen

Person Ordering Advertising: Robert M. Allen

\* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WSBG - Strasburg, Monroe County	<b>Date:</b> 4/3/13
---	------------------------

I, Robert M Allen

being/on behalf of: Robert M. Allan, a legally

qualified candidate of the Republican political

party for the office of: Monroe County Coroner

in the Primary

election to be held on: May 21, 2013

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:60	6am-9am	May 20	6am-9am	3x	1
		May 21	6am-9am	3x	1

**Total Charges:** \$210.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

(Empty box for listing matters of national importance)

I represent that the payment for the above described broadcast time has been furnished by:

Robert M Allen Campaign Fund

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Traci Allen

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

4/3/2013                      Robert Allen  
Date    Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Terry Price  
Signature

Terry Price  
Printed Name

Political Sales Consultant  
Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, \_\_\_\_\_  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does  does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the 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.
- the television programming 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.

\_\_\_\_\_  
signature of candidate or authorized committee

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

ROBERT M ALLEN CAMPAIGN FUND

60-7224/2313

106

PAY TO THE ORDER OF

W.S.B.G.

DATE

4/3/2013

\$ 210 <sup>00</sup>/<sub>100</sub>

Free Fund for Dan O'Connell



Bank & Trust

MEMO Political

⑆231372248⑆ 0045711381⑆ 0106