



# Sales Order

Station: **WSBG-FM** Buyer: \_\_\_\_\_  
 Contract Name: **T Yanac Political** Tax Schedule: \_\_\_\_\_ (None)  
 Contract#: **2013082400** Agency Commission %: **0**  
 Start Date: **10/31/13** End Date: **11/05/13** Billing Cycle: **Calendar**  
 Revenue Type: **Local-Direct** Type: **Cash** Salesperson: **1843tpri** Comm %: **0**  
 Advertiser: **THOMAS YANAC** Makegood Policy: **Within Contract Dates**  
 Address: **31 WASHINGTON ST**  
 City: **EAST**  
**STROUDSBURG** State: **PA** Zip: **18301**  
 Product Name: **YANAC FOR MONROE CTY CORO**  
 Competitive Code: **Political**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Par Wk	D/W		SPOTS	\$\$
1	10/31/13	11/05/13		6:00 AM	9:00 AM	60	3	3		1	1			8	D	45.00	8	360.00	10
2	10/31/13	11/05/13		10:00 AM	3:00 PM	60	3	3						6	D	45.00	6	270.00	10
3	10/31/13	11/05/13		3:00 PM	7:00 PM	60	2			1	1			4	D	45.00	4	180.00	10
4	10/31/13	11/05/13		10:00 AM	3:00 PM	60						4		4	D	25.00	4	100.00	10
6	10/31/13	11/05/13		10:00 AM	3:00 PM	60						3	3	3	D	24.00	3	72.00	10

Billing Projections: By Month

	Oct 13	Nov 13
CA	90.00	892.00
ST	0.00	982.00

Print Spot Prices

TOTAL SPOTS ..... 25  
 GROSS TOTAL \$ ..... 982.00  
 ADJUSTED SPOTS ..... 25  
 ADJUSTED TOTAL \$ ..... 982.00

APPROVE DECLINE

- General Manager
- Sales Manager
- Business Manager
- Local Sales Manager

Revised 1-10/21



# Proposed Schedule Thomas Yanak for Monroe County Coroner

WILKES BARRE-SCRANTON (User Defined Survey Area)  
SP13 / FA12

P 25+

Schedule to run October 31- November 5, 2013

WSBG-FM Flight A: 1 Week (10/28)											
Daypart	Rate	Investment	Spots	Length	Average Persons	Cume Persons	Net Reach	% Reach	Frequency	CPP	
Th-F 6a-9a	\$45.00	\$90.00	2	60	1,900	9,500	3,200	2.7%	1.2	\$28.13	
Th-F 3p-7p	\$45.00	\$90.00	2	60	1,300	7,200	2,200	1.9%	1.2	\$40.91	
Sa 10a-3p	\$25.00	\$100.00	4	60	1,500	5,400	3,200	2.7%	1.9	\$19.23	
Su 10a-3p	\$24.00	\$72.00	3	60	600	3,300	1,300	1.1%	1.4	\$48.00	
One Week Total	\$32.00	\$352.00	11		1,300	15,400	7,700	6.6%	1.8	\$29.09	
Flight Total	\$32.00	\$352.00	11		1,300	15,400	7,700	6.6%	1.8	\$29.09	

WSBG-FM Flight B: 1 Week (10/28)											
Daypart	Rate	Investment	Spots	Length	Average Persons	Cume Persons	Net Reach	% Reach	Frequency	CPP	
M-Tu 6a-9a	\$45.00	\$270.00	6	60	1,500	7,900	4,600	3.9%	2.0	\$34.62	
M-Tu 10a-3p	\$45.00	\$270.00	6	60	1,700	5,400	3,900	3.3%	2.6	\$30.00	
M-Tu 3p-7p	\$45.00	\$90.00	2	60	1,000	6,600	1,800	1.5%	1.1	\$50.00	
One Week Total	\$45.00	\$630.00	14		1,500	12,600	8,300	7.1%	2.6	\$33.87	
Flight Total	\$45.00	\$630.00	14		1,500	12,600	8,300	7.1%	2.6	\$33.87	

Grand Totals											
Station	Rate	Investment	Spots	Length	Average Persons	Cume Persons	Net Reach	% Reach	Frequency	CPP	
WSBG-FM	\$39.28	\$982.00	25		1,400	17,700	12,100	10.4%	2.9	\$31.99	
Total	\$39.28	\$982.00	25		1,400	17,700	12,100	10.4%	2.9	\$31.99	

Political Rate Card Fall 2013

Accepted By Station

Accepted By Client

Date 10-21-13  
Date \_\_\_\_\_

This report was created using the following information: WILKES BARRE-SCRANTON, SP13 / FA12; Custom Geo = MONROE EAST, PA; MONROE NORTH, PA; MONROE SOUTHWEST, PA. Multiple Dayparts Used: P 25+. See Detailed Sourcing Page for Complete Details.



## 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**

Station and Location: <u>WSBG FM - Stroudsburg PA</u>	Date: <u>10/21/13</u>
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I, Thomas A. Yanac  
 being/on behalf of: Thomas A Yanac, a legally  
 qualified candidate of the Democrat political  
 party for the office of: Monroe County Coroner  
 in the General  
 election to be held on: November 5, 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	6a-9a 10a-3p 3p-7p	Th, F, M, Tu Th F S Sa Su M Tu Th F M Tu		8x 13x 4x	1

**Total Charges:** \$982.00

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 with a diagonal line through it]

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

X Friends of Thomas A. Young ✓

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:

X Dina Young

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**

X 10-21-13  
Date

Thomas A. Young  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted In Part

Rejected

Terry Price  
Signature

Terry Price  
Printed Name

Senior Marketing Consultant  
Title

