

Michele Franks

From: Lisa Montanaro
Sent: Monday, October 31, 2022 4:20 PM
To: HVOrders; Poughkeepsie Copy
Subject: Fw: New order for Judge Tom Marcelle
Attachments: image.png; marcelle wpdh 1101 thru 1108.pdf; Political - Judge Tom Marcelle - Re-Elect 2022 (1) (1).mp3

Thomas Marcelle for NYS Supreme Court Judge - account in WO -

Please go by approved schedule below : - see NAB attached & spot attached for entire flight:

WPDH			
(B or S) Broadcast or Stream	Weekly Distribution	Times	
		Start	End
B	M-F	6A	10A
B	M-F	10A	3P
B	M-F	3P	7P
FLIGHT WEEKS:		Spread Evenly 11-2 through 11-8 - cut	

Getting CC authorization

Lisa

Olvd#P rgwdqdur
Townsquare Media - Hudson Valley
Director of Sales

(o): (845) 478-1058
(c): (845) 430-5735



Wrz qvtxduh# hgld#grhv#grw#glvfulp lqdw#q#lgyhuwlvqj#vddv#edvng#r#q#d#f#h#r#u#h#w#k#q#l#f#l#w|1##D#q|#s#u#r#y#l#v#l#r#q#q#l#q|#
rughu#r#u#l#j#u#h#p#h#q#w#r#u#l#g#y#h#u#w#l#v#l#q#j#k#d#w#s#u#s#r#w#w#r#g#l#v#f#u#l#p#l#q#d#w#e#d#v#h#g#r#q#d#f#h#r#u#h#w#k#q#l#f#l#w|#h#y#h#q#l#i#k#d#g#g#z#u#w#h#q#/#
w|shg#r#u#r#w#k#h#u#z#l#v#h#p#d#g#h#l#s#d#w#r#i#l#s#d#w#l#f#x#o#u#f#r#q#w#d#f#w#z#l#o#e#h#i#h#h#f#w#h#g#1

From: Paul Donnelly <paulcollab@gmail.com>
Sent: Monday, October 31, 2022 4:14 PM
To: Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com>
Subject: Re: New order for Judge Tom Marcelle

Okay!

On Mon, Oct 31, 2022, 4:09 PM Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com> wrote:
Okay! Please reply with approval: \$2,730 Net:



Thank you,

Lisa

Olvd#P r#q#w#d#q#d#u#r
Townsquare Media - Hudson Valley
Director of Sales
(o): (845) 478-1058
(c): (845) 430-5735



Wrz qvtxduh# hgld#grhv#grw#glvfulp lqdw#q#lgyhuwlvqj#vddv#edvng#r#q#d#f#h#r#u#h#w#k#q#l#f#l#w|1##D#q|#s#u#r#y#l#v#l#r#q#q#l#q|#
rughu#r#u#l#j#u#h#p#h#q#w#r#u#l#g#y#h#u#w#l#v#l#q#j#k#d#w#s#u#s#r#w#w#r#g#l#v#f#u#l#p#l#q#d#w#e#d#v#h#g#r#q#d#f#h#r#u#h#w#k#q#l#f#l#w|#h#y#h#q#l#i#k#d#g#g#z#u#w#h#q#/#
w|shg#r#u#r#w#k#h#u#z#l#v#h#p#d#g#h#l#s#d#w#r#i#l#s#d#w#l#f#x#o#u#f#r#q#w#d#f#w#z#l#o#e#h#i#h#h#f#w#h#g#1

From: Paul Donnelly <paulcollab@gmail.com>
Sent: Monday, October 31, 2022 4:02 PM
To: Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com>
Subject: Re: New order for Judge Tom Marcelle

Hi Lisa,

I am in the road. Please. Adjust accordingly. I trust you. Keep spot levels the same. Creative is the same 50/50. Thanks

On Mon, Oct 31, 2022, 3:22 PM Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com> wrote:

Hi Paul!

These are the net rates for WPDH for 30s - please adjust:

M-F 6A-10A	:30	\$56.00
M-F 10A-3P	:30	\$56.00
M-F 3P-7P	:30	\$49.00
M-F 7P-12M	:30	\$19.00
SA 6A-10A	:30	\$17.00
SA 10A-3P	:30	\$35.00
SA 3P-7P	:30	\$21.00
SA 7P-12M	:30	\$18.00
SU 6A-10A	:30	\$14.00
SU 10A-3P	:30	\$18.00
SU 3P-7P	:30	\$16.00
SU 7P-12M	:30	\$13.00

If you do want 60s, these are the rates:

M-F 6A-10A	:60	\$66.00
M-F 10A-3P	:60	\$66.00
M-F 3P-7P	:60	\$57.00
M-F 7P-12M	:60	\$25.00
SA 6A-10A	:60	\$24.00
SA 10A-3P	:60	\$37.00
SA 3P-7P	:60	\$27.00
SA 7P-12M	:60	\$18.00
SU 6A-10A	:60	\$21.00
SU 10A-3P	:60	\$24.00
SU 3P-7P	:60	\$24.00
SU 7P-12M	:60	\$12.00

Thank you!

Lisa

Olvd#P rqwddgur

Townsquare Media - Hudson Valley

Director of Sales

(o): (845) 478-1058

(c): (845) 430-5735



Wrz qvtxduh# hgld#grhv#grw#glvfulp lqdw#lq#lgyhuwlvlgj#vdcv#edvng#r#q#d#f#h#r#u#h#k#q#l#f#l#w|#D#q|#s#u#r#y#l#v#l#r#q#l#q#l#q|#
rughu#r#u#l#j#u#h#p#h#q#w#r#u#l#g#y#h#u#w#l#v#l#g#j#k#d#w#e#x#u#s#r#u#w#r#g#l#v#f#u#l#p#l#q#d#w#e#d#v#n#g#r#q#d#f#h#r#u#h#k#q#l#f#l#w|#h#y#h#q#i#i#
kdqgz ulwng#h#h#shg#h#r#u#r#w#k#h#u#z#l#v#h#p#d#g#h#d#e#d#w#r#i#d#e#d#w#l#f#x#o#l#u#f#r#q#w#d#f#w#z#l#o#e#h#i#h#n#f#w#g#l

From: Paul Donnelly <paulcollab@gmail.com>
Sent: Monday, October 31, 2022 2:53 PM
To: Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com>
Subject: New order for Judge Tom Marcelle

Internet Email Warning

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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: WPDH	Date: 10-10-2022 Flight Dates 10-12 thru 10-18 <i>10-31-2022</i>
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I, Paul Donnelly

being/on behalf of: Tom Marcelle

a legally qualified candidate of the Republican

political party for the office of: NYS Supreme Court 3rd

in the General

election to be held on: 11-8-2022

** Run 7/1-11/8*
NOON cutoff ON 11/8

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	6am-10am 10A-3P	M-F	PE	20@66 20@66 10@57	1

Attach proposed schedule with charges (if available): 3210gr-2728.50net

I represent that the payment for the above described broadcast time has been furnished by: **Friends of Judge Marcelle**

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: **M Kermani**

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).

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

To Be Signed By Candidate or Authorized Committee

10/31/2022

Date

DocuSigned by:


74E298858E544B

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

DocuSigned by:



D99DC474361D4A1...

Jason Finkelberg
Printed Name

Market President
Title

CONTRACT



WPDH-FM
2 Pendell Road
Poughkeepsie, NY 12601
(845) 471-1500

<u>Contract / Revision</u> 3697946 /		<u>Alt Order #</u>
<u>Advertiser</u> Thomas Marcelle for NYS Supreme Court Jud		<u>Original Date / Revision</u> 10/31/22 / 10/31/22
<u>Contract Dates</u> 11/02/22 - 11/08/22	<u>Estimate #</u>	
<u>Product</u> 11.2-11.8.22		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WPDH-FM	<u>Account Executive</u> House Poughkeepsie	<u>Sales Office</u> Local Poughkeepsie
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Collaborations
403 River Street
Troy, NY 12181

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WPDH	11/02/22	11/08/22	M-F AM Drive	6a-10a		:30			NM	20	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/22	11/06/22	--444--				12	\$66.00			
	Week:	11/07/22	11/13/22	4-----				8	\$66.00			
N 2	WPDH	11/02/22	11/07/22	M-F Midday	10a-3p		:30			NM	16	\$1,056.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/22	11/06/22	--444--				12	\$66.00			
	Week:	11/07/22	11/13/22	4-----				4	\$66.00			
N 3	WPDH	11/08/22	11/08/22	M-F Midday	10:00 AM-12:00 PM		:30			NM	4	\$265.60
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/07/22	11/13/22	-4-----				4	\$66.40			
N 4	WPDH	11/02/22	11/07/22	M-F PM Drive	3p-7p		:30			NM	10	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/22	11/06/22	--223--				7	\$57.00			
	Week:	11/07/22	11/13/22	3-----				3	\$57.00			
Totals											50	\$3,211.60

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/22 - 11/08/22	50	\$3,211.60	(\$481.74)	\$2,729.86
Totals	50	\$3,211.60	(\$481.74)	\$2,729.86

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.