

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Jeremy Ellenbogen, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐ FEDERAL CANDIDATE

☒ STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Michael Kavangh

Authorized committee:

Michael Kavangh for Ulster County District Attorney

Agency requesting time (and contact information):

☐ N/A The Ellenbogen Group, Inc. 721 Broadway Kingston, NY 12401 845-339-9600

Candidate's political party:

Independent Party

Office sought (no acronyms or abbreviations):

Ulster County District Attorney

Date of election:

11/7/2023

☒ General

☐ Primary

Treasurer of candidate's authorized committee:

Diana Spada

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

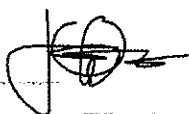
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**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:



Signature:

Name: Jeremy Ellenbogen

Name:

Date of Request to Purchase Ad Time: 10/23/2023

Date of Station Agreement to Sell Time:



Proposed: 10/23/2023  
Ph: (845) 838-6000  
Fax: (845) 838-2109  
Client: MICHAEL KAVANAGH  
Product: POLITICAL ULSTER DA

WBPM-FM  
Pamam Broadcasting 715 Route 52, Beacon, NY 12508  
Agency: ELLENBOGEN CREATIVE MEDIA  
Contact: JEREMY ELLENBOGEN

Revised: 10/23/2023 1:10:00 PM  
Ref: 34299  
Page: 1  
AE: ODENWALD, MARIAN  
Assistant:

### Campaign Summary

Demo: A25-54  
Market: Poughkeepsie, NY  
Total Occ: 40  
Est. #: 0  
Total Ratings: 0.0  
Total Impressions: 0  
Total Reach: 0  
Contract Total: \$1,520.00  
Total Frequency: 0.0  
CPP: \$0.00  
CPM: \$0.00

Aud Source: (1) Sp/Fall09\_3  
Number of Weeks: 3  
Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];  
Comments: Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

### Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud	Len	Oct.	Nov.	Occ.
MTWTFSS	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00	6		6
[DSA: W=2, Th=2, F=2]Includes streaming & RDS									
WThF	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00	6		6
[DSA: W=2, Th=2, F=2]Includes streaming & RDS									
Mo-Fr	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00	10		10
[DSA: M=2, T=2, W=2, Th=2, F=2]Includes streaming & RDS									
Mo-Fr	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00	10		10
[DSA: M=2, T=2, W=2, Th=2, F=2]Includes streaming & RDS									
MT	06:00 - 10:00	6A-10A M-SU	\$38.00	0.0	0(1)	1:00	4		4
[DSA: M=2, T=2]Includes streaming & RDS									
MT	10:00 - 15:00	10A-3P M-SU	\$38.00	0.0	0(1)	1:00	4		4
[DSA: M=2, T=2]Includes streaming & RDS									

Source: Estimates. Based on Numaire-NMR Meter Data, Audience in thousands. CPM's based on exact ratings while Display Ratings have been rounded off.



Proposed: 10/23/2023  
Ph: (845) 838-6000  
Fax: (845) 838-2109

**WBPM-FM**  
Pamam Broadcasting 715 Route 52, Beacon, NY 12508

Revised: 10/23/2023 1:10:00 PM  
Ref: 34289  
Page: 2

Client: MICHAEL KAVANAGH  
Product: POLITICAL ULSTER DA

Agency: ELLENBOGEN CREATIVE MEDIA  
Contact: JEREMY ELLENBOGEN  
AE: ODENWALD, MARIAN  
Assistant:

### Campaign Summary

Demo: A25-54  
Market: Poughkeepsie, NY  
Total Occ: 40  
Total Ratings: 0.0  
Total Impressions: 0  
Total Reach: 0  
Est. #: 0.0  
Contract Total: \$1,520.00  
Total Frequency: 0.0  
CPP: \$0.00  
CPM: \$0.00

Aud Source: (1) Sp/Fall09\_3

Number of Weeks: 3  
Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];  
Comments: Prime(Rigs): Mo-Su 6:00 am-7:00 pm 0%.

Week of	# of	Avg.	%	Avg.	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total
(Monday)	Occ	Rtg	Prime	Cost								Gross
10/23/2023	12	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$456.00	\$456.00
10/30/2023	20	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$760.00	\$760.00
11/6/2023	8	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$304.00	\$304.00
											\$1,520.00	\$1,520.00
											Agency Commission	\$228.00
Total	40	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	0	.0	Total Net	\$1,292.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

10/23/2023

Date

Date

Date

Pamam Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.



Proposed: 10/23/2023  
Ph: (845) 838-6000  
Fax: (845) 838-2109  
Client: MICHAEL KAVANAGH  
Product: POLITICAL ULSTER DA

**WGHIQ-AM**  
Pamall Broadcasting 715 Route 52, Beacon, NY 12508  
Agency: ELLENBOGEN CREATIVE MEDIA  
Contact: JEREMY ELLENBOGEN

Revised: 10/23/2023 1:24:59 PM  
Ref: 34300  
Page: 1  
AE: ODENWALD, MARIAN  
Assistant:

### Campaign Summary

Demo: A25-54  
Market: Poughkeepsie, NY  
Total Occ: 44  
Total Ratings: 0.0  
Total Impressions: 0  
Total Reach: 0  
Est. #:   
CPP: \$0.00  
CPM: \$0.00  
Contract Total: \$1,012.00  
Total Frequency: 0.0

Number of Weeks: 3  
Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];  
Comments: Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

### Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (m:se)	Len	Oct.	Nov.	TH
MTWTFSS	06:00 - 10:00	6A-10A M-SU	\$23.00	0.0	0(1)	1:00	6		6
[DSA: W=2, Th=2, F=2]Includes streaming									
Mo-Fr	06:00 - 10:00	6A-10A M-SU	\$23.00	0.0	0(1)	1:00			10
[DSA: M=2, T=2, W=2, Th=2, F=2]Includes streaming									
MT	06:00 - 10:00	6A-10A M-SU	\$23.00	0.0	0(1)	1:00		4	4
[DSA: M=2, T=2]Includes streaming									
Sa	06:00 - 19:00	M-SU 6A-7P	\$23.00	0.0	0(1)	1:00			12
Includes streaming									
Sa	06:00 - 19:00	M-SU 6A-7P	\$23.00	0.0	0(1)	1:00			12
Includes streaming									

Source: Estimates, Based on Numeris-NMIR Meter Data. Audience in thousands. CPMs based on exact ratings while Display Ratings have been rounded off.



Proposed: 10/23/2023  
Ph: (845) 838-6000  
Fax: (845) 838-2109

**WGHIQ-AM**  
Parml Broadcasting 715 Route 52, Beacon, NY 12508

Revised: 10/23/2023 1:24:59 PM  
Ref: 34300  
Page: 2

Client: MICHAEL KAVANAGH  
Product: POLITICAL ULSTER DA

Agency: ELLENBOGEN CREATIVE MEDIA  
Contact: JEREMY ELLENBOGEN

AE: ODENWALD, MARIAN  
Assistant:

### Campaign Summary

Demo: A25-54  
Market: Poughkeepsie, NY  
Total Occ: 44  
Aud Source: (1) Sp/Fall09\_1  
Total Ratings: 0.0  
Total Impressions: 0  
Total Reach: 0  
Est. #: 0.0  
Contract Total: \$1,012.00  
Total Frequency: 0.0  
CPP: \$0.00  
CPM: \$0.00

Number of Weeks: 3

Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];  
Comments: Prime(Rtg): Mo-Su 6:00 am-7:00 pm 0%.

Week of	# of	Avg. Rtg	Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
(Monday)	Occ											
10/23/2023	18	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$414.00	\$414.00
10/30/2023	22	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$506.00	\$506.00
11/6/2023	4	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$92.00	\$92.00
Agency Commission												\$151.80
Total												\$860.20

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

10/23/2023

Date

Signature of Sales Rep

Date

Signature of Sales Manager

Date

Pamam Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.



<b>Proposed:</b> 10/27/2023	<b>WBPM-FM</b>	<b>Revised:</b> 10/27/2023 12:26:09 PM
<b>Ph:</b> (845) 838-6000	Panel Broadcasting 715 Route 62, Beacon, NY 12508	<b>Ref:</b> 34304
<b>Fax:</b> (845) 838-2109		<b>Page:</b> 1
<b>Client:</b> MICHAEL KAVANAGH	<b>Agency:</b> ELLENBOGEN CREATIVE MEDIA	<b>AE:</b> ODENWALD, MARIAN
<b>Product:</b> POLITICAL ULSTER DA ADD ON	<b>Contact:</b> JEREMY ELLENBOGEN	<b>Assistant:</b>

<b>Campaign Summary</b>	
<b>Demo:</b> A25-54	<b>Total Ratings:</b> 0.0
<b>Market:</b> Poughkeepsie, NY	<b>CPM:</b> \$0.00
<b>Total Occ:</b> 37	<b>Total Impressions:</b> 0
	<b>Contract Total:</b> \$1,306.00
	<b>Total Frequency:</b> 0.0
<b>Aud Source:</b> (1) Sp/Fall09_3	

**Number of Weeks:** 3  
**Campaign Dates:** 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];  
**Comments:** Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

Proposed Schedule					Len		Occ.		TV	
Days	MTWTFSS	Hours	Program	Rate(\$)	Rtg	Aud (mss)	23	30	Nov.	6
Sa,Su	06:00 - 19:00	M-SU 6A-12M		\$28.00	0.0	0(1) 1:00	5			
[DSA: Sa=3, Su=2]										
Mo-Fr	06:00 - 10:00	6A-10A M-SU		\$38.00	0.0	0(1) 1:00	3			
[DSA: M=0, T=1, W=1, Th=0, F=1]										
Mo-Fr	10:00 - 15:00	10A-3P M-SU		\$38.00	0.0	0(1) 1:00	4			
[DSA: M=0, T=1, W=1, Th=1, F=1]										
Mo-Fr	15:00 - 19:00	3P-7P M-SU		\$38.00	0.0	0(1) 1:00	12			
[DSA: M=2, T=2, W=3, Th=3, F=2]										
Sa,Su	06:00 - 19:00	M-SU 6A-7P		\$28.00	0.0	0(1) 1:00	5			
[DSA: Sa=3, Su=2]										
MT	06:00 - 10:00	6A-10A M-SU		\$38.00	0.0	0(1) 1:00	2			
[DSA: M=1, T=1]										
MT	10:00 - 15:00	10A-3P M-SU		\$38.00	0.0	0(1) 1:00	2			
[DSA: M=1, T=1]										
MT	15:00 - 19:00	3P-7P M-SU		\$38.00	0.0	0(1) 1:00	4			
[DSA: M=2, T=2]										

Source: Estimates, Based on Nunnets-NMFR Header Data, Audience in thousands. CPMs based on exact ratings while Display Ratings have been rounded off.





Proposed: 10/27/2023  
Ph: (845) 838-6000  
Fax: (845) 838-2109

Pamali Broadcasting 715 Route 52, Beacon, NY 12508

**WBPM-FM**

Client: MICHAEL KAVANAGH

Agency: ELLENBOGEN CREATIVE MEDIA

AE: ODENWALD, MARIAN

Product: POLITICAL ULSTER DA ADD ON

Contact: JEREMY ELLENBOGEN

Assistant:

Revised: 10/27/2023 12:26:09 PM

Ref: 34304

Page: 2

### Campaign Summary

Total Ratings: 0.0

Total Impressions: 0

Total Reach: 0

Est. #:

CPM: \$0.00

Contract Total: \$1,306.00

Total Frequency: 0.0

Aud Source: (1) Sp/Fall09\_3


Number of Weeks: 3

Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];

Comments: Prime(Rigs): Mo-Su 6:00 am-7:00 pm 0%.

Week of	# of	Avg.	%	Avg.	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total
(Monday)	Occ	Rtg	Prime	Cost								Gross
10/23/2023	5	0.0	0%	\$28.00	0.0	0	\$0.00	\$0.00	.00	.0	\$140.00	\$140.00
10/30/2023	24	0.0	0%	\$35.92	0.0	0	\$0.00	\$0.00	.00	.0	\$862.00	\$862.00
11/6/2023	8	0.0	0%	\$38.00	0.0	0	\$0.00	\$0.00	.00	.0	\$304.00	\$304.00
											\$1,306.00	\$1,306.00
											Agency Commission	\$195.90
											Total Net	\$1,110.10
Total	37	0.0	0%	\$35.30	0.0	0	\$0.00	\$0.00	0	.0		

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client  


Signature of Sales Rep

Signature of Sales Manager

10/23/2023

Date

Date

Date

Pamall Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.



<b>Proposed:</b> 10/27/2023 <b>Ph:</b> (845) 838-6000 <b>Fax:</b> (845) 838-2109	<b>WGHO-AM</b> Pamal Broadcasting 715 Route 52, Beacon, NY 12508	<b>Revised:</b> 10/27/2023 12:31:46 PM <b>Ref:</b> 34305 <b>Page:</b> 1
<b>Client:</b> MICHAEL KAVANAGH	<b>Agency:</b> ELLENBOGEN CREATIVE MEDIA	<b>AE:</b> ODENWALD, MARIAN
<b>Product:</b> POLITICAL ULSTER DA ADD ON	<b>Contact:</b> JEREMY ELLENBOGEN	<b>Assistant:</b>

<b>Campaign Summary</b>	
<b>Demo:</b> A25-54	<b>Total Ratings:</b> 0.0
<b>Market:</b> Poughkeepsie, NY	<b>Total Impressions:</b> 0
<b>Total Occ:</b> 10	<b>Total Reach:</b> 0
<b>Aud Source:</b> (1) Sp/Fall09_1	<b>Est. #:</b>
<b>Number of Weeks:</b> 3	<b>CPP:</b> \$0.00
<b>Campaign Dates:</b> 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];	<b>CPM:</b> \$0.00
<b>Comments:</b> Prime(Rtg); Mo-Su 6:00 am-7:00 pm 0%.	<b>Contract Total:</b> \$205.00
	<b>Total Frequency:</b> 0.0

Proposed Schedule									
Days	MTWTFSS	Hours	Program	Rate(\$)	Rtg	Aud (m:ss)	Len	TH	
								Oct.	Nov.
Sa,Su	06:00 - 19:00	M-SU 6A-12A		\$18.00	0.0	0(1)	1:00	2	
[DSA: Sa=2, Su=0]									
Mo-Fr	15:00 - 19:00	3P-7P M-SU		\$23.00	0.0	0(1)	1:00	3	
[DSA: M=1, T=0, W=1, Th=0, F=1]									
Sa,Su	06:00 - 19:00	M-SU 6A-7P		\$18.00	0.0	0(1)	1:00	3	
[DSA: Sa=3, Su=0]									
MT	15:00 - 19:00	3P-7P M-SU		\$23.00	0.0	0(1)	1:00	2	
[DSA: M=1, T=1]									



Proposed: 10/27/2023  
Ph: (845) 838-6000  
Fax: (845) 838-2109  
Client: MICHAEL KAVANAGH  
Product: POLITICAL ULSTER DA ADD ON  
Agency: ELLENBOGEN CREATIVE MEDIA  
Contact: JEREMY ELLENBOGEN  
AE: ODENWALD, MARIAN  
Assistant:  
Revised: 10/27/2023 12:31:46 PM  
Ref: 34305  
Page: 2

### Campaign Summary

Demo: A25-54  
Market: Poughkeepsie, NY  
Total Occ: 10  
Total Ratings: 0.0  
Total Impressions: 0  
Total Reach: 0  
Est. #:  
COP: \$0.00  
CPM: \$0.00  
Contract Total: \$205.00  
Total Frequency: 0.0

Aud Source: (1) Sp/Fall09\_1

Number of Weeks: 3

Campaign Dates: 10/23/2023 to 10/29/2023 [1 wk(s)]; 10/30/2023 to 11/5/2023 [1 wk(s)]; 11/6/2023 to 11/12/2023 [1 wk(s)];

Comments: Prime(Rtg): Mo-Su 6:00 am-7:00 pm 0%.

Week of	# of	Avg.	%	Avg.	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total
(Monday)	Occ	Rtg	Prime	Cost								Gross
10/23/2023	2	0.0	0%	\$18.00	0.0	0	\$0.00	\$0.00	.00	.0	\$36.00	\$36.00
10/30/2023	6	0.0	0%	\$20.50	0.0	0	\$0.00	\$0.00	.00	.0	\$123.00	\$123.00
11/6/2023	2	0.0	0%	\$23.00	0.0	0	\$0.00	\$0.00	.00	.0	\$46.00	\$46.00
												\$205.00
												Agency Commission
												\$30.75
												Total Net
												\$174.25

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and quantities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

10/23/2023

Date

Date

Date

Panama Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.