

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: WJQK - Zeeland, MI	Date: 9-17-18
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I, PETER MacGREGOR

being/on behalf of: PETER MacGREGOR

a legally qualified candidate of the REPUBLICAN

political party for the office of: MICHIGAN State Senate

in the 28th District

election to be held on: NOV 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	6A-10A 10A-3P 3P-7P	M-F		See Attached Schedule	

Attach proposed schedule with charges (if available):

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

Peter MacGregor

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:

Kathy Hestrich

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

9-17-18

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Debra L Carpenter

Printed Name

Sales

Title

POLITICAL 2018 GENERAL DT 10/4 - 11/8

Market: GRAND RAPIDS
 Survey: Fall 2015
 Demo: P 18+
 Geo Area: METRO - Std
 Population: 890,740
 Inhab: 1,659
 Qualitative: none

Station	Daypart	10/01	10/08	10/15	10/22	10/29	11/05	Length	Multweek Spots	Rate	Reach(00)	Frequency	Total \$
WJOK-FM	M-F 6:00AM - 10:00AM	6	10	10	10	15	4	30	55	30.00	366	3.6	1,650.00
WJOK-FM	M-F 10:00AM - 3:00PM	6	10	0	0	10	4	30	30	30.00	203	2.7	900.00
WJOK-FM	M-F 3:00PM - 7:00PM	6	10	10	10	15	4	30	55	30.00	366	3.0	1,650.00
WJOK-FM	Subtotal:	18	30	20	20	40	12		140		527	5.8	4,200.00
Station Subtotals:													
WJOK-FM		18	30	20	20	40	12		140		527	5.8	4,200.00
Schedule Summary:		18	30	20	20	40	12		140		527	5.8	4,200.00

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council (MRC) accredits this service.

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