



Order / Rev: 2879190  
 Alt Order #: WOC14543900  
 Flight Dates: 03/18/24 - 03/31/24

Advertiser: ISS/ American Cancer Society Cancer A  
 Product Desc: Issue  
 Estimate: 3708  
**WATN**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	----1--					1	\$120.00		1.40			
		Week: 03/25/24	03/31/24	11-----					2	\$120.00		1.40			
N 2	WATN	03/18/24	03/26/24	Local News @ 6p M-F ABC 24 NEWS @ 6P	CM	6:00 PM-6:30 PM	---1---	:30	1	\$150.00	P02	1.40	NM	3	\$450.00
		1.6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	---1---					1	\$150.00		1.40			
		Week: 03/25/24	03/31/24	11-----					2	\$150.00		1.40			
N 3	WATN	03/18/24	03/26/24	Local News @ 10p M-F LOCAL 24 NEWS @ 10P	CM	10:00 PM-10:35 PM	---1---	:30	1	\$190.00	P02	1.10	NM	3	\$570.00
		1.3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	---1---					1	\$190.00		1.10			
		Week: 03/25/24	03/31/24	11-----					2	\$190.00		1.10			
N 4	WATN	03/18/24	03/23/24	Local News @ 10p Sa SAT LOCAL24 NEWS @ 10P	CM	10:00 PM-10:35 PM	-----1-	:30	1	\$140.00	P02	2.80	NM	1	\$140.00
		3.3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-----1-					1	\$140.00		2.80			
													Totals	10	\$1,520.00

# WOC14543900 [00.00]

Order Printout

Order Status: Confirmed      Start/End Dates: 03/18/24 - 03/31/24      C/P/E: 398 / 385 / 3708  
 Traffic Order #: 2879190      Agency: Hulsen Media Services, LLC      Product Desc.: Issue  
 Buyer Order #: 13309792      Advertiser: American Cancer Society Cancer Action Network  
 AE: Aleesha Maewall      Buyer: Kristin Hulsen      Estimate Desc.: ACS - Issue TV - 3.21-3.26 - MS  
 Property: WATN TV      Primary Demo: [N] Adults 35+ (RTG)      Total Cost: \$1,520.00 (Cash)  
 Sales Region: National      Received Date: 3/20/24 8:11 AM  
 Comments:  
 Separation: 15PopulationBuyType: CPP

Terms Of Sale:  
 Please send invoices electronically:TVInvoices ID:9915247 or TV15247. SpotData IBD# 1955.

Line	Program	ST	Len	Time	Days	Rate	Spots				Totals				
							Mar 18	Mar 25			Total Spots	Total Cost	RTG	GRP	CPP
1	LOCAL 24 NEWS @ 11A	NM	:30	11:00 AM-11:30 AM	---F--	120.00	1	0			1	120.00	1.40	1.40	85.71
1.7	LOCAL 24 NEWS @ 11A	NM	:30	11:00 AM-11:30 AM	-T-----	120.00	0	1			1	120.00	1.40	1.40	85.71
1	LOCAL 24 NEWS @ 11A	NM	:30	11:00 AM-11:30 AM	M-----	120.00	0	1			1	120.00	1.40	1.40	85.71
2	ABC 24 NEWS @ 6P	NM	:30	6:00 PM-6:30 PM	--T--	150.00	1	0			1	150.00	1.40	1.40	107.14
2	ABC 24 NEWS @ 6P	NM	:30	6:00 PM-6:30 PM	-T-----	150.00	0	1			1	150.00	1.40	1.40	107.14
2	ABC 24 NEWS @ 6P	NM	:30	6:00 PM-6:30 PM	M-----	150.00	0	1			1	150.00	1.40	1.40	107.14

List Items							Spots							Totals			[N] Adults 35+						
Line	Program	ST	Len	Time	Days	Rate	Mar 18	Mar 25										Total Spots	Total Cost	RTG	GRP	CPP	
3	LOCAL 24 NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	---T---	190.00	1	0										1	190.00	1.10	1.10	172.7	
3	LOCAL 24 NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	-T-----	190.00	0	1										1	190.00	1.10	1.10	172.7	
3	LOCAL 24 NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	M-----	190.00	0	1										1	190.00	1.10	1.10	172.7	
4	SAT LOCAL24 NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	-----S-	140.00	1	0										1	140.00	2.80	2.80	50.00	
Spot Totals:							4	6										10	1520.00		14.50		
[N] Adults 35+ GRP:							6.70	7.80															
Rate Totals:							600.00	920.00															

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
March	10	\$1,520.00	14.50				

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, HMS, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:** Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black

Phone number: 512-827-7427

Email: kristin@hulsenmedia.com

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: American Cancer Society Cancer Action Network

Address: 655 15th Street, NW, Suite 503 Washington, DC 20005

Contact:

Phone number: (202) 661-5700

Email:

Station is authorized to announce the time as paid for by such person or entity.

**List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

Karen E. Knudsen, MBA, PhD (CEO)  
Lisa Lacasse, MBA (President)  
Kimberly L. Jeffries Leonard, PhD (Chair of the Board)  
John J. Manna, Jr., Esq (Vice Chair)  
Scariott K. Mueller, MPH, RN, FAAN (Secretary)  
Kay Coleman (Treasurer)

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**

N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>K Black</i>	Signature: <i>Mike Ladd</i>
Name: <i>Kevin Black</i>	Name: <i>MIKE LADD</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>3/21/24</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>2879190</i>	Station Call Letters: <i>WATN</i>	Date Received/Requested: <i>3/17/24</i>
Est #: <i>3708</i>	Station Location: <i>Memphis, TN</i>	Run Start and End Dates: <i>3/18/24 - 3/31/24</i>

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.