

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: WSQK WWFNL, Zeeland, MI **Date:** 5-2-2024

I, Lucy Ebel
being/on behalf of: Lucy Ebel

a legally qualified candidate of the Republican
political party for the office of: Ottawa County Commissioner
in the Special
election to be held on: May 7, 2024

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>See attached schedule</u>					

Attach proposed schedule with charges (if available):

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

Committee to Elect Lucy Ebel

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:

Lucy Ebel

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

5/2/2024

Date

Lucy Ebel

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Debra L Carpenter

Signature

Debra L Carpenter Sales

Printed Name

Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

Lanser Broadcasting

Advertiser: Lucy Ebel OC Commissioner
 Order #: 2443836417240
 Date Entered: 05/02/2024
 Last Modified: 05/02/2024
 Product: May 7th Election
 Salesperson: Deb Carpenter
 Billing Cycle: Calendar Month
 Estimate #:

Lucy Ebel OC Commissioner
 PO Box 8522
 Holland, Michigan 49422

Order Date Range: 05/03/2024 through 05/07/2024 (1 weeks)
 Media Outlets: WJQK-FM, WPNW-AM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	SpW	Rate	Qty	Total
1	05/03/24-05/03/24	WJQK-FM	06:00AM-07:00PM	30	--	--	--	10	--	--	--	10	24.00	10	240.00
2	05/03/24-05/03/24	WJQK-FM	06:00AM-07:00PM	15	--	--	--	6	--	--	--	6	17.00	6	102.00
3	05/04/24-05/04/24	WJQK-FM	06:00AM-07:00PM	30	--	--	--	--	8	--	--	8	20.00	8	160.00
4	05/04/24-05/04/24	WJQK-FM	06:00AM-07:00PM	15	--	--	--	--	5	--	--	5	14.00	5	70.00
5	05/06/24-05/07/24	WJQK-FM	06:00AM-07:00PM	30	10	10	--	--	--	--	--	20	24.00	20	480.00
6	05/06/24-05/07/24	WJQK-FM	06:00AM-07:00PM	15	5	5	--	--	--	--	--	10	17.00	10	170.00
7	05/03/24-05/03/24	WPNW-AM	06:00AM-07:00PM	30	--	--	--	6	--	--	--	6	10.00	6	60.00
8	05/03/24-05/03/24	WPNW-AM	06:00AM-07:00PM	15	--	--	--	4	--	--	--	4	7.00	4	28.00
9	05/04/24-05/04/24	WPNW-AM	06:00AM-07:00PM	30	--	--	--	--	5	--	--	5	7.00	5	35.00
10	05/06/24-05/07/24	WPNW-AM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	10.00	10	100.00
11	05/06/24-05/07/24	WPNW-AM	06:00AM-07:00PM	15	4	4	--	--	--	--	--	8	7.00	8	56.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WJQK-FM	59	0	0	0	\$1,222.00	\$1,222.00
WPNW-AM	33	0	0	0	\$279.00	\$279.00
Totals	92	0	0	0	\$1,501.00	\$1,501.00

Total Charges: \$1,501.00
 Total Net: \$1,501.00

Projected Billing By Calendar Month

Month	Year	Gross Billing	Net Billing
May	2024	\$1,501.00	\$1,501.00
Totals		\$1,501.00	\$1,501.00

Accepted for Lanser Broadcasting

Accepted for advertiser OR agency as agent for the advertiser

Name

Title

Name

Title

Political-Special May 7, Both stations



From: Debra Carpenter
 Phone: (616) 836-7279
 Email: debra@joy99.com
 5/2/2024 10:39 AM

Flight Dates: 05/03/2024 - 08/11/2024
 Demo: P 21+

Radio Market: GRAND RAPIDS
 Survey: FEB24 (DEC-FEB) / JAN24 (NOV-JAN) / DEC23 (OC
 ...
 Geography: Metro

	Daypart	Notes	Spots	Length	Unit Rate	Average Rating	Net Reach	Frequency	Gls	Total Cost
Radio Total			92		\$16.32	0.2%	31,100	3.4	108,000	\$1,501.00
WJQK-FM			59		\$20.71	0.2%	30,600	3.4	102,700	\$1,222.00
Flight A - 1 wk (04/29)										
			29		\$19.72	0.2%	16,400	2.8	45,700	\$572.00
One Week Total			29		\$19.72	0.2%	16,400	2.8	45,700	\$572.00
	F 6A-7P		10	30	\$24.00	0.3%	9,500	1.9	18,000	\$240.00
	Sa 6A-7P		8	30	\$20.00	0.2%	6,100	1.7	10,400	\$160.00
	F 6A-7P		6	15	\$17.00	0.3%	7,200	1.5	10,800	\$102.00
	Sa 6A-7P		5	15	\$14.00	0.2%	4,700	1.4	6,500	\$70.00
Election Week - 1 wk (05/06)										
			30		\$21.67	0.3%	17,300	3.3	57,000	\$650.00
One Week Total			30		\$21.67	0.3%	17,300	3.3	57,000	\$650.00
	M-Tu 6A-7P		20	30	\$24.00	0.3%	15,200	2.5	38,000	\$480.00
	M-Tu 6A-7P		10	15	\$17.00	0.3%	11,100	1.7	19,000	\$170.00
WPNW-AM			33		\$8.45	0.0%	900	3.7	3,300	\$279.00
Flight A - 1 wk (04/29)										
			15		\$8.20	0.0%	200	7.5	1,500	\$123.00
One Week Total			15		\$8.20	0.0%	200	7.5	1,500	\$123.00
	F 6A-7P		6	30	\$10.00	0.0%	200	3.0	600	\$60.00
	Sa 6A-7P		5	30	\$7.00	0.0%	100	5.0	500	\$35.00
	F 6A-7P		4	15	\$7.00	0.0%	100	4.0	400	\$28.00
Election Week - 1 wk (05/06)										
			18		\$8.67	0.0%	600	3.0	1,800	\$156.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GRAND RAPIDS; FEB24 (DEC-FEB) / JAN24 (NOV-JAN) / DEC23 (OCT-DEC) / MAR22 (JAN-MAR); Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.

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Political-Special May 7, Both stations



From: Debra Carpenter
 Phone: (616) 836-7279
 Email: debra@joy99.com
 5/2/2024 10:39 AM

	Daypart	Notes	Spots	Length	Unit Rate	Average Rating	Net Reach	Frequency	Gls	Total Cost
WPNW-AM (continued)										
One Week Total			18		\$8.67	0.0%	600	3.0	1,800	\$156.00
	M-Tu 6A-7P		10	30	\$10.00	0.0%	400	2.5	1,000	\$100.00
	M-Tu 6A-7P		8	15	\$7.00	0.0%	400	2.0	800	\$56.00

The first demo listed is the Primary Demo.

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