

Stephens Media Group
134 Mullin Street
Watertown, New York 13601
Phone: (315) 788-0790

302042



LISA RUGGIERO FOR MAYOR
216 KEYES AVENUE
WATERTOWN, NY 13601

Advertiser: LISA RUGGIERO FOR MAYOR
Order #: 2723009567442
Date Entered: 10/23/2023
Last Modified: 10/23/2023
Product:
Salesperson: Justina Jarrard
Billing Cycle: Broadcast Standard
Estimate #:

Order Date Range: 10/24/2023 through 11/06/2023 (2 weeks)
Media Outlets: WCIZ-FM, WFRY-FM, WTNY-AM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	10/24/23-11/06/23	WTNY-AM	06:00AM-07:00PM	60	5	5	5	5	5	--	--	25	10.00	50	500.00
2	10/24/23-11/06/23	WCIZ-FM	06:00AM-07:00PM	60	4	5	4	5	4	--	--	22	14.00	44	616.00
3	10/24/23-11/06/23	WFRY-FM	06:00AM-07:00PM	60	4	5	4	5	4	--	--	22	20.00	44	880.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WCIZ-FM	44	0	0	0	\$616.00	\$616.00
WFRY-FM	44	0	0	0	\$880.00	\$880.00
WTNY-AM	50	0	0	0	\$500.00	\$500.00
Totals	138	0	0	0	\$1,996.00	\$1,996.00

Total Charges: \$1,996.00
Total Net: \$1,996.00

Disclaimer: It is the policy of this station to prohibit discrimination against any person or entity on the basis of race, gender, or ethnicity in connection with the sale of advertising.

Projected Billing By Broadcast Standard Month

Month	Year	Gross Billing	Net Billing
October	2023	\$812.00	\$812.00
November	2023	\$1,184.00	\$1,184.00
Totals		\$1,996.00	\$1,996.00

Accepted for Stephens Media Group

Name

Title

10/23/23

Accepted for advertiser OR agency as agent for the advertiser

Name

Title

10/23/23

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Lisa Ruggiero, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Lisa Ruggiero

Authorized committee:

Friends of Lisa Ruggiero

Agency requesting time (and contact information):

☐ N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Mayor

Date of election:

11/7/23

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

Mark Alteri

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:

Lisa Ruggiero

Name: Lisa Ruggiero

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

Signature:

Justina Jarrard

Name: Justina Jarrard

Date of Station Agreement to Sell Time: 10/23/23

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

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).

Federal candidate certification signed (above):



Yes



No



N/A

Disposition:



Accepted



Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*



Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

302042

Station Call Letters:

WFRY

Date Received/Requested:

10/23/23

Est. #:

Station Location:

WATERGOWN

Run Start and End Dates:

10/24/23 - 11/06/23

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.