

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:	Date:
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I, Eric Schultz,
 being/on behalf of: Hilary Franz,
 a legally qualified candidate of the Democratic
 political party for the office of: Commissioner of Public Lands
 in the Washington State General
 election to be held on: 11/8/16

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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do hereby request station time as follows:

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Attach proposed schedule with charges (if available):

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

Friends of Hilary Franz

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:

Abbot Taylor

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

11/2/14

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: 11/2/16 Time of Request: _____

Candidate Name: Hilary Franz

Party: Democrat

Candidate for: Commission of Public Cost State of WA
(Office) (Location)

Candidate's Authorized Committee: Friends of Hilary Franz

Treasurer of Candidate's Authorized Committee: N/A

Address: P.O. Box 20664, Seattle WA 98102

Telephone: ---

Agency for Candidate (if any): Northwest Passage Consulting

Name of Person Requesting Information/Time: Erin Schultz

Information Requested: rates

- Rates for all stations
- Availabilities for _____
- Other: _____

Disposition of Request:

Accepted Rejected Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: see attached

Class of Time Purchased: can ad pre-emptible if notice

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary): _____

Rebate Paid (if any): _____

Disclosure Statement Provided by Station: Yes No Previously provided

BCRA Certificate (for Federal candidates only) Provided: Yes No Previously provided

Other Information: _____

Inquiry Received By: _____

Final Orders

Hilary Franz-Final Proposal



From: Robert Neville
 Phone: (206) 577-2438
 Email: RNeville@entercom.com
 11/2/2016 8:54 PM

Flight Dates: 11/03/2016 - 11/08/2016
 Demo: P 18+

Radio Market: SEATTLE-TACOMA
 Survey: OCT16
 Geography: Metro

ScheduleDescription:
 2016

	Daypart	Spots	Unit Rate	Length	Total Cost	Average Rating	CPP	GRPs	% Reach	Net Reach	Frequency	GIs	CPM	Average Persons
Radio Total		75	\$80.53		\$6,040.00	0.3%	\$296.08	20.4	11.4%	394,600	1.7	666,100	\$9.05	8,900
KKWF-FM		54	\$73.33		\$3,960.00	0.3%	\$258.82	15.3	7.2%	247,600	2.0	495,600	\$7.97	9,200
Flight A - 1 wk (10/31)														
		39	\$61.15		\$2,385.00	0.3%	\$214.86	11.1	4.7%	161,700	2.2	352,500	\$6.79	9,000
One Week Total		39	\$61.15		\$2,385.00	0.3%	\$214.86	11.1	4.7%	161,700	2.2	352,500	\$6.79	9,000
	Th-F 10A-3P	6	\$110.00	30	\$660.00	0.4%	\$275.00	2.4	1.6%	54,500	1.6	86,400	\$7.64	14,400
	Th-F 3P-7P	6	\$130.00	30	\$780.00	0.4%	\$325.00	2.4	1.4%	48,100	1.6	77,400	\$10.08	12,900
	Th-F 7P-12M	6	\$25.00	30	\$150.00	0.2%	\$125.00	1.2	0.6%	21,300	1.5	31,800	\$4.72	5,300
	F 6A-10A	3	\$130.00	30	\$390.00	0.2%	\$650.00	0.6	0.5%	18,100	1.3	23,700	\$16.46	7,900
	Sa 7P-12M	3	\$20.00	30	\$60.00	0.2%	\$100.00	0.6	0.4%	12,700	1.3	15,900	\$3.77	5,300
	Su 7P-12M	3	\$15.00	30	\$45.00	0.1%	\$150.00	0.3	0.3%	9,500	1.4	12,900	\$3.49	4,300
	Sa-Su 6A-7P	12	\$25.00	30	\$300.00	0.3%	\$83.33	3.6	1.9%	64,400	1.6	104,400	\$2.87	8,700
Flight B - 1 wk (11/07)														
		15	\$105.00		\$1,575.00	0.3%	\$375.00	4.2	2.4%	82,600	1.7	143,100	\$11.05	9,500
One Week Total		15	\$105.00		\$1,575.00	0.3%	\$375.00	4.2	2.4%	82,600	1.7	143,100	\$11.05	9,500
	M-Tu 6A-10A	6	\$130.00	30	\$780.00	0.3%	\$433.33	1.8	1.1%	38,800	1.6	61,200	\$12.75	10,200
	M 10A-3P	3	\$110.00	30	\$330.00	0.3%	\$366.67	0.9	0.7%	25,100	1.3	33,300	\$9.91	11,100
	M 3P-7P	3	\$130.00	30	\$390.00	0.3%	\$433.33	0.9	0.6%	22,200	1.3	29,700	\$13.13	9,900
	M 7P-12N	3	\$25.00	30	\$75.00	0.2%	\$125.00	0.6	0.5%	17,100	1.1	18,900	\$3.97	6,300
KNDD-FM		21	\$99.05		\$2,080.00	0.2%	\$407.84	5.1	3.7%	127,400	1.3	170,500	\$12.23	8,100
Flight A - 1 wk (10/31)														
		16	\$87.50		\$1,400.00	0.2%	\$400.00	3.5	2.4%	84,200	1.4	116,800	\$11.99	7,300
One Week Total		16	\$87.50		\$1,400.00	0.2%	\$400.00	3.5	2.4%	84,200	1.4	116,800	\$11.99	7,300

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: SEATTLE-TACOMA, OCT16; Metro; Multiple Dayparts Used; P 18+. See Detailed Sourcing Page for Complete Details.
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Hilary Franz-Final Proposal



From: Robert Neville
 Phone: (206) 577-2438
 Email: RNeville@entercom.com
 11/2/2016 8:54 PM

	Daypart	Spots	Unit Rate	Length	Total Cost	Average Rating	CPP	GRPs	% Reach	Net Reach	Frequency	Gls	CPM	Average Persons
KNDD-FM (continued)														
	F 10A-3P	1	\$120.00	30	\$120.00	0.4%	\$300.00	0.4	0.4%	13,900	1.0	13,900	\$8.63	13,900
	F 3P-7P	2	\$160.00	30	\$320.00	0.4%	\$400.00	0.8	0.7%	25,000	1.2	29,600	\$10.81	14,800
	F 6A-10A	2	\$140.00	30	\$280.00	0.2%	\$700.00	0.4	0.4%	14,900	1.1	17,000	\$16.47	8,500
	Sa 7P-12M	2	\$40.00	30	\$80.00	0.1%	\$400.00	0.2	0.2%	6,500	1.1	7,200	\$11.11	3,600
	Su 7P-12M	1	\$40.00	30	\$40.00	0.1%	\$400.00	0.1	0.1%	1,900	1.0	1,900	\$21.05	1,900
	Sa-Su 6A-7P	8	\$70.00	30	\$560.00	0.2%	\$350.00	1.6	1.1%	38,000	1.2	47,200	\$11.86	5,900
Flight B - 1 wk (11/07)														
		5	\$136.00		\$680.00	0.3%	\$425.00	1.6	1.2%	42,800	1.3	53,700	\$12.71	10,700
One Week Total		5	\$136.00		\$680.00	0.3%	\$425.00	1.6	1.2%	42,800	1.3	53,700	\$12.71	10,700
	M-Tu 6A-10A	2	\$140.00	30	\$280.00	0.3%	\$466.67	0.6	0.5%	18,400	1.1	20,400	\$13.73	10,200
	M 10A-3P	2	\$120.00	30	\$240.00	0.3%	\$400.00	0.6	0.5%	18,100	1.2	21,000	\$11.43	10,500
	M 3P-7P	1	\$160.00	30	\$160.00	0.4%	\$400.00	0.4	0.4%	12,300	1.0	12,300	\$13.01	12,300

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Hilary Franz-Final Proposal



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 11/2/2016 8:54 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% Reach	Net Reach	Frequency	GIs	CPM	Average Persons
Radio Total	75	\$80.53	\$6,040.00	0.3%	\$296.08	20.4	11.4%	394,600	1.7	666,100	\$9.05	8,900
KHTP-FM	0	\$0.00	\$0.00	0.0%	\$0.00	0.0	0.0%	0	0.0	0	\$0.00	0
KISW-FM	0	\$0.00	\$0.00	0.0%	\$0.00	0.0	0.0%	0	0.0	0	\$0.00	0
KKWF-FM	54	\$73.33	\$3,960.00	0.3%	\$258.82	15.3	7.2%	247,600	2.0	495,600	\$7.97	9,200
KNDD-FM	21	\$99.05	\$2,080.00	0.2%	\$407.84	5.1	3.7%	127,400	1.3	170,500	\$12.23	8,100

Accepted by Station _____

Date _____

Accepted by Client _____

Date _____

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo
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Detailed Sourcing Summary

Radio Market: SEATTLE-TACOMA
Survey: Nielsen Radio October 2016
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18+ (Primary)	3,461,300	3,461,300	1,173	1,029

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist and an Average Weekly Cume Rating of at least .495 during the Monday - Sunday 6am - Midnight daypart for the survey period. PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf. The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/PP6/2016OCT/0039/pdfs/SpecialNotices.pdf>

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