

## 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**

<b>Station and Location:</b> <u>Washington State</u>	<b>Date:</b> <u>10/19/16</u>
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I, Kathy Neukircher,  
 being/on behalf of: Steve McLaughlin, a legally  
 qualified candidate of the Republican political  
 party for the office of: State Lands Commissioner  
 in the General Election, Washington State  
 election to be held on: November 8, 2016

do hereby request station time as follows:

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

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Medica Plus

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:

Randy Biegenwald

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).

**To Be Signed By Candidate or Authorized Committee**

10/19/2016  
Date

[Signature], Medica Plus  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]  
Signature

Corrie Tomlinson  
Printed Name

AE  
Title

**CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME**

Date of Request: 10/17 Time of Request: 3:30

Candidate Name: Steve McLaughlin

Party: Republican

Candidate for: State Land Commissioner Washington  
(Office) (Location)

Candidate's Authorized Committee: \_\_\_\_\_

Treasurer of Candidate's Authorized Committee: Randy Biegenwald

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Agency for Candidate (if any): Media Plus

Name of Person Requesting Information/Time: Kathy Newkirk / Adrienne McAllister

Information Requested: \_\_\_\_\_

- Rates for 10/21-11/7
- Availabilities for \_\_\_\_\_
- Other: \_\_\_\_\_

**Disposition of Request:**

Accepted  Rejected  Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: \_\_\_\_\_

Class of Time Purchased: \_\_\_\_\_

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: \_\_\_\_\_

# Revision

<b>Media:</b> Radio	<b>Market:</b> Seattle-Tacoma	<b>Vendor:</b> KNDD-FM	<b>Billing To:</b> Media Plus+
<b>Client:</b> Steve McLaughlin	<b>Demo:</b> Adults 35+		160 Roy St
<b>Product:</b> Campaign	<b>Separation:</b> 30		Seattle, WA 98109
<b>CPE:</b> STEVE//2204	<b>Flight Start:</b> 10/17/16	<b>AE:</b> Corrie Tomlinson	
<b>Description:</b> McLaughlin General Radio 10.21-11.7	<b>Flight End:</b> 11/13/16	<b>Phone:</b> 206-282-5677	
<b>Rep:</b>	<b>Sales Office:</b>	<b>Fax:</b> 206-284-4862	
<b>Version:</b> 2	<b>Survey:</b> 3BK Jul16-Sep16 MSA ARB PPM		
<b>Comments:</b> Flight Dates: 10/21-11/7			

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30
1	MTuWThF 10:00A-3:00P	MD	\$90.00	C	60	0	0	0	0	3	0	0	2	3	3	2	2	0	0
2	MTuWThF 3:00P-7:00P	PM	\$125.00	C	60	0	0	0	0	3	0	0	2	3	3	2	2	0	0
3	MTuWThF 7:00P-10:00P	EV	\$5.00	C	60	0	0	0	0	3	0	0	2	3	3	2	2	0	0
4	Sa 10:00A-7:00P	WK	\$25.00	C	60	0	0	0	0	4	0	0	0	0	0	0	0	4	0
5	Su 10:00A-7:00P	WK	\$12.50	C	60	0	0	0	0	0	0	4	0	0	0	0	0	0	4
<b>Total Spots:</b>			0	0	0	0	0	0	9	4	4	6	9	9	9	6	6	4	4
<b>Total GRP/GIMP(000):</b>			0.0	0.0	0.0	0.0	0.0	2.1	1.2	0.8	1.4	2.1	2.1	2.1	1.4	1.4	1.4	1.2	0.8

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	11/9	11/10	11/11	11/12	11/13	Total Spots	Adults RTG	CPP
1	MTuWThF 10:00A-3:00P	MD	\$90.00	C	60	3	3	3	3	3	0	0	3	0	0	0	0	0	0	33	0.3	\$300.00
2	MTuWThF 3:00P-7:00P	PM	\$125.00	C	60	3	3	3	3	3	0	0	3	0	0	0	0	0	0	33	0.3	\$416.67
3	MTuWThF 7:00P-10:00P	EV	\$5.00	C	60	3	3	3	3	3	0	0	3	0	0	0	0	0	0	33	0.1	\$50.00
4	Sa 10:00A-7:00P	WK	\$25.00	C	60	0	0	0	0	0	4	0	0	0	0	0	0	0	0	12	0.3	\$83.33
5	Su 10:00A-7:00P	WK	\$12.50	C	60	0	0	0	0	0	0	4	0	0	0	0	0	0	0	12	0.2	\$62.50
<b>Total Spots:</b>			9	9	9	9	9	9	9	4	4	4	9	9	9	9	9	9	9	123		
<b>Total GRP/GIMP(000):</b>			2.1	2.1	2.1	2.1	2.1	2.1	2.1	1.2	0.8	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	29.1		

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
10/2016	\$3,600.00 - 61	\$0.00 - 0	\$3,600.00 - 61
11/2016	\$4,110.00 - 62	\$0.00 - 0	\$4,110.00 - 62
<b>Total Gross Cost:</b>	\$7,710.00		
<b>Total Net Cost:</b>	\$6,553.50		
<b>Total Gross CPP:</b>		\$264.95	
<b>Total Net CPP:</b>		\$225.21	

**Disclaimer:**

All makegoods must be made within flight. Invoices must contain full product name, estimate number, and correct ISCI codes.

Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	RTG	Women 35+	CPP
1	MTuWThF 10:00A-3:00P	MD	\$90.00	C	60	33	0.4		\$225.00
2	MTuWThF 3:00P-7:00P	PM	\$125.00	C	60	33	0.3		\$416.67
3	MTuWThF 7:00P-10:00P	EV	\$5.00	C	60	33	0.1		\$50.00
4	Sa 10:00A-7:00P	WK	\$25.00	C	60	12	0.3		\$83.33
5	Su 10:00A-7:00P	WK	\$12.50	C	60	12	0.2		\$62.50
						123			
						Total Spots:			
						Total GRP/GIMP(000):		32.4	
						Total Cost:		\$7,710.00	
						CPP:		\$202.27	

# New Order

**Media:** Radio      **Market:** Seattle-Tacoma      **Vendor:** KKWF-FM      **Billing To:** Media Plus+  
**Client:** Steve McLaughlin      **Demo:** Adults 35+      **Phone:** 206-282-5677  
**Product:** Campaign      **Separation:** 30      **AE:** Corrie Tomlinson      **Fax:** 206-284-4862  
**CPE:** STEVE//2204      **Flight Start:** 10/17/16      **Phone:** 206-282-5677  
**Description:** McLaughlin General Radio      **Flight End:** 11/13/16      **Fax:** 206-284-4862  
**Rep:**      **Sales Office:**      **Survey:** 3BK Jul16-Sep16 MSA ARB PPM  
**Version:** 1      **Comments:** Flight Dates: 10/21-11/7

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30
1	MTuWThF 10:00A-3:00P	MD	\$100.00	C	60	0	0	0	0	3	0	0	3	3	3	3	3	0	0
2	MTuWThF 3:00P-7:00P	PM	\$100.00	C	60	0	0	0	0	3	0	0	3	3	3	3	3	0	0
3	MTuWThF 7:00P-10:00P	EV	\$30.00	C	60	0	0	0	0	3	0	0	3	3	3	3	3	0	0
4	Sa 10:00A-7:00P	WK	\$60.00	C	60	0	0	0	0	4	0	0	0	0	0	0	0	4	0
5	Su 10:00A-7:00P	WK	\$60.00	C	60	0	0	0	0	0	0	4	0	0	0	0	0	0	4
<b>Total Spots:</b>						0	0	0	0	9	4	4	9	9	9	9	9	4	4
<b>Total GRP/GIMP(000):</b>						0.0	0.0	0.0	0.0	3.3	1.2	1.6	3.3	3.3	3.3	3.3	3.3	1.2	1.6

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	11/9	11/10	11/11	11/12	11/13	Total Spots	Adults 35+	RTG	CPP
1	MTuWThF 10:00A-3:00P	MD	\$100.00	C	60	3	3	3	3	3	0	0	2	0	0	0	0	0	0	35	0.5	\$200.00	
2	MTuWThF 3:00P-7:00P	PM	\$100.00	C	60	3	3	3	3	3	0	0	2	0	0	0	0	0	0	35	0.4	\$250.00	
3	MTuWThF 7:00P-10:00P	EV	\$30.00	C	60	3	3	3	3	3	0	0	2	0	0	0	0	0	0	35	0.2	\$150.00	
4	Sa 10:00A-7:00P	WK	\$60.00	C	60	0	0	0	0	0	4	0	0	0	0	0	0	0	0	12	0.3	\$200.00	
5	Su 10:00A-7:00P	WK	\$60.00	C	60	0	0	0	0	0	0	4	0	0	0	0	0	0	0	12	0.4	\$150.00	
<b>Total Spots:</b>						9	9	9	9	9	4	4	6	0	0	0	0	0	129				
<b>Total GRP/GIMP(000):</b>						3.3	3.3	3.3	3.3	3.3	1.2	1.6	2.2	0.0	0.0	0.0	0.0	0.0	0.0	46.9			

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
10/2016	\$5,100.00 - 70	\$0.00 - 0	\$5,100.00 - 70
11/2016	\$4,390.00 - 59	\$0.00 - 0	\$4,390.00 - 59
<b>Total Gross Cost:</b>	<b>\$9,490.00</b>		
<b>Total Net Cost:</b>	<b>\$8,066.50</b>		
<b>Total Gross CPP:</b>		<b>\$202.35</b>	
<b>Total Net CPP:</b>		<b>\$171.99</b>	

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Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	RTG	Women 35+	CPP
1	MTuWThF 10:00A-3:00P	MD	\$100.00	C	60	35	0.5		\$200.00
2	MTuWThF 3:00P-7:00P	PM	\$100.00	C	60	35	0.4		\$250.00
3	MTuWThF 7:00P-10:00P	EV	\$30.00	C	60	35	0.2		\$150.00
4	Sa 10:00A-7:00P	WK	\$60.00	C	60	12	0.4		\$150.00
5	Su 10:00A-7:00P	WK	\$60.00	C	60	12	0.4		\$150.00

<b>Total Spots:</b>						129				
<b>Total GRP/GIMP(000):</b>						48.1				

**Total Cost:** \$9,490.00      **CPP:** \$167.70