

Radio Schedule for Trey Stewart for House District 147



On Air WBPW 11/1 – 11/6, 2018	THU 11/1/18	FRI 11/2/18	SAT 11/3/18	SUN 11/4/18	MON 11/5/18	TUE 11/ 6/18
:30 spot 6a – 10a	2	2	-	-	2	2
:30 spot 10a – 3p		1	2	2	2	2
:30 spot 3p – 7p	1		-	-	2	2



On Air WQHR 11/1 – 11/6, 2018	THU 11/1/18	FRI 11/2/18	SAT 11/3/18	SUN 11/4/18	MON 11/5/18	TUE 11/ 6/18
:30 spot 6a – 10a	1	1	-	-	2	2
:30 spot 10a – 3p	1	1	2	2	1	1
:30 spot 3p – 7p	1	1	-	-	2	2

**TOTAL INVESTMENT: \$1,037**

Rates are Lowest Unit Rate Political Candidate – See attached rate card for spot rates

Client: Trey Stewart for House District 147

Signature:

Date: 10/4/18

# POLITICAL BRANDING STRATEGY Option #1

Display

Run Dates: 10/10/18 – 11/6/18

Targeted URL: <https://www.stewartforpresqueisle.com/>

Retargeting URL: <https://www.stewartforpresqueisle.com/>

Geography: All ads targeted to 04769 zip code

Display (Est Monthly 79,542 Impressions) Deliver to the audience in zip code 04769 to smart phones/tablets/computers

- ✓ **Reach an Audience – Advanced Audience:** Target an audience by - Demo you want to reach; Political Party; Political Issues that are relevant to your campaign
- ✓ **Target Locations & Foot Traffic–** Political District 147 or zip code 04769
- ✓ **Site Re-Targeting –** (if applicable) Pixel to be placed on site to deliver ads to consumers who have clicked to site from ads

KPI: Click Thru Rate  
Display (1 Month Plan): \$1,000



Print Name: Harold Stewart III

Signature: [Handwritten Signature]

Date: 10/4/18

## 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> WBPW/WQHR Presque Isle	<b>Date:</b> 10/3/2018
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I, Harold Stewart III,

being/on behalf of: myself,

a legally qualified candidate of the Republican

political party for the office of: House District 147

in the General

election to be held on: Nov. 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>Schedule Attached</i>					

Attach proposed schedule with charges (if available):

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

Harold Stewart III

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:

Harold Stewart III

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**

10/4/18

Date



Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Ryan Guenette  
Signature

Ryan Guenette  
Printed Name

Director of Sales  
Title

# CONTRACT



**WBPW-FM**  
**551 Main Street**  
**Presque Isle, ME 04769**  
**(207) 769-6600**

<u>Contract / Revision</u> 721993 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Harold Stewart III for House District 147</b>		<u>Original Date / Revision</u> 10/05/18 / 10/20/18
<u>Contract Dates</u> <b>10/11/18 - 11/06/18</b>	<u>Estimate #</u>	
<u>Product</u> <b>General Election Radio Campaign</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WBPW-FM</b>	<u>Account Executive</u> Ryan Guerrette	<u>Sales Office</u> Local Presque Is
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Harold Stewart III for House District 147**  
**Attention: Harold Stewart**  
**305 State Street**  
**Presque Isle, ME 04769**

<b>WBPW-FM - 721993A</b>													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WBPW	11/01/18	11/06/18	M-F AM DRIVE	6A-10A		:30				NM	8	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/29/18	11/04/18	---TF--				4	\$25.00				
	Week:	11/05/18	11/11/18	MT-----				4	\$25.00				
N 2	WBPW	11/01/18	11/06/18	M-F MIDDAY	10A-3P		:30				NM	5	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/29/18	11/04/18	----F--				1	\$24.00				
	Week:	11/05/18	11/11/18	MT-----				4	\$24.00				
N 3	WBPW	11/01/18	11/06/18	M-F PM DRIVE	3P-7P		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/29/18	11/04/18	---T---				1	\$25.00				
	Week:	11/05/18	11/11/18	MT-----				4	\$25.00				
N 4	WBPW	11/03/18	11/03/18	SA-SU MIDDAY	10A-3P		:30				NM	2	\$32.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/29/18	11/04/18	-----S-				2	\$16.00				
N 5	WBPW	11/04/18	11/04/18	SA-SU MIDDAY	10A-3P		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/29/18	11/04/18	-----S				2	\$20.00				
<b>Totals</b>								0.00				22	\$517.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/18 - 11/06/18	22	\$517.00	\$517.00
<b>Totals</b>	22	\$517.00	\$517.00

<b>WQHR-FM - 721993B</b>													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WQHR	11/01/18	11/06/18	M-F AM DRIVE	6A 10A		:30				NM	6	\$156.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/29/18	11/04/18	---TF--				2	\$26.00				
	Week:	11/05/18	11/11/18	MT-----				4	\$26.00				
N 2	WQHR	11/01/18	11/06/18	M-F MIDDAY	10A-3P		:30				NM	4	\$104.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WBPW-FM**  
**551 Main Street**  
**Presque Isle, ME 04769**  
**(207) 769-6600**

<u>Contract / Revision</u> 721993 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Harold Stewart III for House District 147</b>		<u>Original Date / Revision</u> 10/05/18 / 10/20/18
<u>Contract Dates</u> <b>10/11/18 - 11/06/18</b>	<u>Product</u> General Election Radio C	<u>Estimate #</u>

<b>WQHR-FM - 721993B</b>														
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/29/18	11/04/18	---TF--				2	\$26.00					
Week:		11/05/18	11/11/18	MT-----				2	\$26.00					
N 3	WQHR	11/01/18	11/06/18	M-F PM DRIVE	3P-7P		:30				NM	6	\$156.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/29/18	11/04/18	---TF--				2	\$26.00					
Week:		11/05/18	11/11/18	MT-----				4	\$26.00					
N 4	WQHR	11/03/18	11/03/18	SA-SU MIDDAY	10A-3P		:30				NM	2	\$52.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/29/18	11/04/18	-----S-				2	\$26.00					
N 5	WQHR	11/04/18	11/04/18	SA-SU MIDDAY	10A-3P		:30				NM	2	\$52.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/29/18	11/04/18	-----S				2	\$26.00					
<b>Totals</b>												0.00	20	\$520.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/18 - 11/06/18	20	\$520.00	\$520.00
<b>Totals</b>	20	\$520.00	\$520.00

<b>WBPW-FM - 721993C</b>									
*Line	Start Date	End Date	Description	Imp. Booked	Rate	Rate Type	Amount		
N 1	10/10/18	10/31/18	Ignite	0	\$740.00	Flat Fee	\$740.00		
N 2	11/01/18	11/06/18	Ignite	0	\$260.00	Flat Fee	\$260.00		
<b>Totals</b>				0			\$1,000.00		

Time Period	Gross Amount	Net Amount
10/01/18 - 10/31/18	\$740.00	\$740.00
11/01/18 - 11/06/18	\$260.00	\$260.00
<b>Totals</b>	\$1,000.00	\$1,000.00

**Contract Totals**      44      \$2,037.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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