

Sales Order

Advertiser **Half Cent Sales Tax**
 Agency **Petermann Agency**

Bill To **Petermann Agency**
P O Box 2290

FT WALTON BEACH , FL 32549

Account
 Executive **Judy Hoepfl**
 Contract #
 Estimate #
 Description **Half Cent Sales Tax**
 Stratus # **408112**
 Special
 Instructions

Contact **STEVE PETERMANN 850-243-5315**

New / Revision **New**

Start Date **10/10/18**

End Date **11/06/18**

Month Type **Calendar**

Billing Cycle **End of Flight**

Agency Comm. **15.000**

Co-op **No**

Co-op Product

Notarized **N**

of Invoices **1**

Make Goods **Make Good in Flight**

Income Type **Political: Agency Issue/Non "Use" - 42100**

Local Income Type **Political Local Agency**

Competitive Code **Political Advt#280611 Agcy#29673**

Order Entered **10/08/18**

Schedule

#	Sponsor Log Name Revenue Types	Length Line#	Start Date End Date	Start time End time	Auto Weekly	#/Wk	M	T	W	T	F	S	S										
1	Half Cent Sales Tax Political: Agency Issue/Non "Use" - 42100 / Political Local Agency	30 3107484	10/10/18 11/06/18 All Weeks	6:05AM 10:00AM	N	2	2	2	2	2				40 Spots									
2	Half Cent Sales Tax Political: Agency Issue/Non "Use" - 42100 / Political Local Agency	30 3107485	10/10/18 11/06/18 All Weeks	10:05AM 3:00PM	N	2	2	2	2	2				40 Spots									
3	Half Cent Sales Tax Political: Agency Issue/Non "Use" - 42100 / Political Local Agency	30 3107486	10/10/18 11/06/18 All Weeks	3:00PM 6:00PM	N	2	2	2	2	2				40 Spots									
Oct 18 = 1792.00 / 1523.20		Nov 18 = 448.00 / 380.80		Dec 18 = 0.00 / 0.00		Jan 19 = 0.00 / 0.00		Feb 19 = 0.00 / 0.00		Mar 19 = 0.00 / 0.00		Apr 19 = 0.00 / 0.00		May 19 = 0.00 / 0.00		Jun 19 = 0.00 / 0.00		Jul 19 = 0.00 / 0.00		Aug 19 = 0.00 / 0.00		Sep 19 = 0.00 / 0.00	

Gross: 2240.00 Net: 1904.00 Total Due: 1904.00 120 Spots

Client Acceptance: _____ **Date:** _____

Account Executive: 10/9/2018 9:19:52 AM by Judy Hoepfl

Sales / Market Manager: 10/9/2018 9:44:27 AM by Judy Hoepfl

Business Manager: 10/9/2018 9:49:06 AM by Wanda McNeil

Traffic Manager: 10/9/2018 9:46:32 AM by David Herbstreith

V 5.3

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO



Cumulus Radio
STATION GROUP
A DIVISION OF CUMULUS MEDIA

FT. WALTON BEACH-DESTIN

99 ROCK

NEWS TALK
1260
WFTW

NASH
PHOTOS



Okaloosa County 1/2 Cent Sales Tax Referendum

4 week schedule airing on WNCV & WYZB

:30'S	Mon	Tue	Wed	Thu	Fri	Sat	Sun
5a - 6a	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
6a-10a	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
10a-3p	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads		
3p-7p	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
7p-12a	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
6a-7p						4 Ads	

4 week schedule airing on WFTW

:30's	Mon	Tue	Wed	Thur.	Fri
6a-10a	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads
10a-3p	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads
3p-7p	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads



PETERMANN
A G E N C Y
ADVERTISING DESIGN PR MARKETING

Total number of commercials = 392 Total investment = \$5,664.

Approved By : *Stephen Smith* Date : 10/05/2018

***2 week written notice required to cancel contract**



Cumulus Radio
STATION GROUP
A DIVISION OF CUMULUS MEDIA

FT. WALTON BEACH-DESTIN



NEWS TALK
1260
WFTW



Okaloosa County 1/2 Cent Sales Tax Referendum

4 week schedule airing on WNCV & WYZB

:30'S	Mon	Tue	Wed	Thu	Fri	Sat	Sun
5a - 6a	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
6a-10a	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
10a-3p	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads		
3p-7p	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
7p-12a	1 Ad	1 Ad	1 Ad	1 Ad	1 Ad		
6a-7p						4 Ads	

4 week schedule airing on WFTW

:30's	Mon	Tue	Wed	Thur.	Fri
6a-10a	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads
10a-3p	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads
3p-7p	2 Ads	2 Ads	2 Ads	2 Ads	2 Ads



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AGENCY
ADVERTISING DESIGN PR MARKETING

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WYZB / WNCV / WFTW	Date: 10/08/2018
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I, STEPHEN SMITH OF THE PETERMANN AGENCY
do hereby request station time concerning the following issue:

HALF CENT SALES TAX

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	5A-6A 6A-10A 10A-3P 3P-7P 7P-12A 6A-7P	M-F M-F M-F M-F M-F SAT		98	4

Total Charges: \$5,664

This broadcast time will be used by: The Petermann Agency representing Okaloosa Makes Cents PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes
 No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

[Empty box for candidate information]

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

Okaloosa Makes Cents is the PAC. The payment will be made by The Petermann Agency and reimbursed by the PAC.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 1 day before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/09/2018
Date

Stephen Smith
Signature

850-243-5315
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Judy Hoepfl
Signature

Judy Hoepfl
Printed Name

Sales Manager
Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

Total Charges: aa

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, 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.