

# ETHI - POLITICAL ISSUE - DO THE MA

CONTRACT NUMBER	DATES OF CONTRACT	# OF SPOTS	GROSS OWED	TOTAL (15%) COMMISSION	NET COST	PROD. COSTS
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7938B	5/2-5/8	9	\$ 900.00	\$ 135.00	\$ 765.00	
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(remaind



TH PAC

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NET OWED	NET RECEIVED	DIFF IN TOTALS	CHECK #
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\$ 765.00	\$ 765.00	\$ -	cash
			\$4,400

er of money to be spent on ethi & digital)



Coverage You Can Count On

**ETHI-TV**  
**800 Ohio Street**  
**Terre Haute, IN 47807**  
**(812) 232-9481**

# CONTRACT

<u>Contract / Revision</u> 7938B /		<u>Alt Order #</u>
<u>Advertiser</u> Do the Math PAC		<u>Original Date / Revision</u> 04/21/22 / 04/21/22
<u>Contract Dates</u> 04/25/22 - 05/02/22	<u>Estimate #</u>	
<u>Product</u> 2022 Primary Order		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> ETHI	<u>Account Executive</u> Ross Rowling	<u>Sales Office</u> Local Terre Hau
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Do the Math PAC**  
**5050 SOUTH 7TH STREET**  
**TERRA HAUTE, IN 47802**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	ETHI	04/25/22	05/02/22	M-F News 10pm	10-10:30pm		:30			NM	9	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/25/22	05/01/22	2222---				8	\$100.00			
	Week:	05/02/22	05/08/22	1-----				1	\$100.00			
<b>Totals</b>											<b>9</b>	<b>\$900.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 - 05/02/22	9	\$900.00	(\$135.00)	\$765.00
<b>Totals</b>	<b>9</b>	<b>\$900.00</b>	<b>(\$135.00)</b>	<b>\$765.00</b>

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

(\* 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.

## Do the Math PAC Buy Summary

Rowling, Ross <Ross.Rowling@wthitv.com>

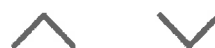
Wed 4/20/2022 4:41 PM

To: Terry, Tammy <Tammy.Terry@wthitv.com>

4:41



3 Messages



Found in Exchange Sent Mailbox



**Ross Rowling**

3:10 PM

To: Todd, Michael, Lauren, Tammy >

## Do the Math PAC Buy Summary

### Do the Math PAC Buy Summary

#### Digital OTT

21,500 Impression @ \$50/Thousand =\$2,075

20,000 Pre/Post/MidRoll impressions on  
WTHITV.com 20,000 impressions at \$50/  
thousand= \$2,000

#### TV

10pm News on Fox M-TH April 25,26, 27, 28 (2x  
per day) 8 spots at \$100 for \$800

Monday May 2 5pm 1 spot at \$200 and 10pm 1  
spot at \$100

\$2,075

\$2,075

\$2,000

\$ 800

\$ 300

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\$5,175

-\$675 (15 percent of \$4500)

\$4,500

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Sent from Mail for Windows 10



-Ross



## Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://education.nab.org).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://nab.org/MemberTools).

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Do The MATH PAC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☐

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

N/A

Authorized committee:

Do The MATH

Agency requesting time (and contact information):

☒ N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Date of election:

5-3-22

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Justin Campbell

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.

**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:

Steve Ellis

Signature:

Todd Wibe

Name:

Steve Ellis

Name:

Todd Wibe

Date of Request to Purchase Ad Time:

4-20-22

Date of Station Agreement to Sell Time:

4/20/22

**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:

Steve Ellis

Name:

Do The MATH by Steve Ellis

Date:

9-28-22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

☐

Yes

☒

No

Date ad received:

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 (optional):

\*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 #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.