

STATION:	WEMG-AM	ORDER#:	3161963	DATE:	04/25/2019
MARKET:	Philadelphia, PA	AMOUNT:	\$15,320.00	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	McGavren Guild Media	SPOTS:	120		Invoices@MediaFinancial.com
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	PHILADELPHIA	SLS PH:	412 421 2600		
SALESPERSON:	Roger Rafson	SLS FAX:	412 421 6001		
SLS EMAIL:	Roger.Rafson@GenMediaPartners.com				
AGENCY:	MEDIA FINANCIAL SERVICES	AGY CLI:		CONTRACT # FOR INVOICING	4355473
ADVERTISER:	American Beverage Association	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est 7817 Ax the Beverage Tax Coalition Issue	AGY EST:	7817		Invoices@MediaFinancial.com
FLIGHT:	04-26-2019 TO 5/9/2019	[X]Unwired []Spot []Mod			
TOT # OF WEEKS:	2				
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT: 04/25/2019 10:45	

COMMENTS

[Rep Comment] 04/25/2019: This is a new order. Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you. ****PLEASE NOTE THAT WE SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL. WE WILL THEN CUT YOU A CHECK AND WILL EMAIL YOU A COPY OF THE CHECK & TRACKING INFORMATION AT THAT TIME.****

THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.

ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.

WEEK#1-WEEK#2 4/26/2019 To 5/9/2019 WK TOT \$7,660.00 WK TOTAL SPOTS 60

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		F.. /MTuWTh	6:00AM	10:00AM	60	4/26/2019	5/9/2019	15	\$130	\$1,950
	2		F.. /MTuWTh	10:00AM	3:00PM	60	4/26/2019	5/9/2019	16	\$130	\$2,080
	3		F.. /MTuWTh	3:00PM	7:00PM	60	4/26/2019	5/9/2019	15	\$130	\$1,950
	4	S.	6:00AM	7:00PM	60	4/27/2019	5/4/2019	7	\$120	\$840
	5	S	6:00AM	7:00PM	60	4/28/2019	5/5/2019	7	\$120	\$840

TOTAL	Apr	May									Total
SPOT	60	60									120
CASH	7,660.00	7,660.00									15,320.00
TOTAL	7,660.00	7,660.00									15,320.00

Confirmation



*****PLEASE REMIT PAYMENT TO*****

MEGA Philadelphia LLC
WEMG AM-FM
1341 N Delaware Avenue
Suite 509
Philadelphia, PA 19125

Contract # 12874
Date Entered 04/25/2019
Sales Person NATIONAL MCGAVREN
Billing Cycle Broadcast
Revenue Source NATIONAL
Revenue Type Political
Conflict 1 POLITICAL
Conflict 2 BEVERAGE
Product Ax the Beverage Tax Coalition Issue
Estimate # 7817
Contract 04/26/2019 - 05/09/2019

AMERICAN BEVERAGE ASSOCIATION C/O SADLER
STRATEGIC MEDIA INC
12103 VIEWCREST ROAD
STUDIO CITY CA 91604

Station	Date/Time	Schedule	Len	Comment	P	Avail Type	Rate	Qty	Total
1	WEMG-AM 04/26/2019-04/26/2019 6:00a-10:00a	0,0,0,0,3,0,0 All Weeks	01:00		5	Com	130.00	3	390.00
2	WEMG-AM 04/29/2019-05/03/2019 6:00a-10:00a	3,3,3,3,3,0,0 All Weeks	01:00		5	Com	130.00	15	1950.00
3	WEMG-AM 05/06/2019-05/09/2019 6:00a-10:00a	3,3,3,3,0,0,0 All Weeks	01:00		5	Com	130.00	12	1560.00
4	WEMG-AM 04/26/2019-04/26/2019 10:00a-3:00p	0,0,0,0,4,0,0 All Weeks	01:00		5	Com	130.00	4	520.00
5	WEMG-AM 04/29/2019-05/03/2019 10:00a-3:00p	3,4,3,3,3,0,0 All Weeks	01:00		5	Com	130.00	16	2080.00
6	WEMG-AM 05/06/2019-05/09/2019 10:00a-3:00p	3,3,3,3,0,0,0 All Weeks	01:00		5	Com	130.00	12	1560.00
7	WEMG-AM 04/26/2019-04/26/2019 3:00p-7:00p	0,0,0,0,3,0,0 All Weeks	01:00		5	Com	130.00	3	390.00
8	WEMG-AM 04/29/2019-05/03/2019 3:00p-7:00p	3,3,3,3,3,0,0 All Weeks	01:00		5	Com	130.00	15	1950.00
9	WEMG-AM 05/06/2019-05/09/2019 3:00p-7:00p	3,3,3,3,0,0,0 All Weeks	01:00		5	Com	130.00	12	1560.00
10	WEMG-AM 04/27/2019-05/05/2019 6:00a-7:00p	0,0,0,0,0,7,7 All Weeks	01:00		5	Com	120.00	28	3360.00
								Subtotal	15320.00
								Agency Commission	2298.00
								Total	13022.00

Projected Billing	Count	Gross	Net
April 2019	24	2980.00	2533.00
May 2019	96	12340.00	10489.00
	120	15320.00	13022.00

Customer _____ Sales Person _____

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WEMG-AM Philadelphia	Date: 4/25/19
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I, Jesse Demastrie - Authorized Media Buyer

do hereby request station time concerning the following issue:

American Beverage Association (ABA)

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

This broadcast time will be used by: American Beverage Association (ABA)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

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 offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

American Beverage Association (ABA)
1275 Pennsylvania Ave NW, Suite 1100
Washington, DC 20004

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Mark Hammond, CFO

