

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Lisa Wozniak, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Targeted Platform Media, LLC

Address: PO Box 237 Crownsville, MD 21032

Contact: Carol Bryant

Phone number: 202-630-7557

Email: carol@targetedplatform.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Michigan League of Conservation Voters

Address: 340 Beakes St. Ann Arbor, MI 48104

Contact: Lisa Wozniak

Phone number: 734-222-9650

Email: info@michiganlcv.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Lisa Baker- Secretary, Michael O'Donnell-VP, George Davis- President, Bill Phillips- Treasurer

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor Michigan LCV	Station Representative
Signature: <i>Lisa Wozniak</i>	Signature: <i>Paul Binsfeld</i>
Name: Lisa Wozniak	Name: Paul Binsfeld
Date of Request to Purchase Ad Time: 04.23.24	Date of Station Agreement to Sell Time: 4-24-24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 4-24-24

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

See Attached

Contract #:	Station Call Letters: <i>Midwestern Broadcasting</i>	Date Received/Requested: <i>4-24-24</i>
Est. #:	Station Location: <i>Traverse City Alpena</i>	Run Start and End Dates:

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

Confirmation



WKLT-FM / WBCM-FM
 PO BOX 472 - 314 E Front Street
 Traverse City MI 49685
 231-947-7675

Contract # 61961
 Date Entered 04/24/24
 Sales Person Paul Binsfeld
 Billing Cycle Broadcast
 Conflict 1 Political
 Product ISSUE/14705
 Estimate # 14705
 P.O. # 37252878
 Contract 04/25/24 - 04/30/24

MICHIGAN LEAGUE OF CONSERVATION VOTERS
 (KMG)KP
 C/O KATZ MEDIA GROUP
 125 W 55TH ST - 3RD FLOOR
 NEW YORK NY 10019

Station	Date Range	Time Range	Len	Schedule	Repeated	Rate	Qty	Total
WKLT-FM	04/25/24-04/30/24	06:00-10:00	01:00	3,3,0,3,3,0,0	All Weeks	62.00	12	744.00
WKLT-FM	04/25/24-04/30/24	10:00-15:00	01:00	4,4,0,4,4,0,0	All Weeks	54.00	16	864.00
WKLT-FM	04/25/24-04/30/24	15:00-19:00	01:00	3,3,0,3,3,0,0	All Weeks	54.00	12	648.00
WKLT-FM	04/27/24-04/28/24	06:00-10:00	01:00	0,0,0,0,0,3,2	All Weeks	48.00	5	240.00
WKLT-FM	04/27/24-04/28/24	10:00-15:00	01:00	0,0,0,0,0,1,2	All Weeks	48.00	3	144.00
WKLT-FM	04/27/24-04/28/24	15:00-19:00	01:00	0,0,0,0,0,2,3	All Weeks	48.00	5	240.00
							Subtotal	2880.00
							Agency Commission	432.00
							Total	2448.00

Projected Billing	Count	Gross	Net	
April	2024	33	1752.00	1489.20
May	2024	20	1128.00	958.80
		53	2880.00	2448.00

Customer _____ Sales Person _____