

Contract

Marshfield - Wisconsin Rapids

WDLB     WFHR  
 WLJY     WOSQ  
 Date: 9/29/20

Account Rep: Terry Stevenson

Account Piotrowski for State Senate  
 Agency Media Financial Services  
 Billing Address invocies@mediafinancial.com  
 City Philadelphia State PA Zip \_\_\_\_\_  
 Contact Roger Rafson E-Mail Roger.Rafson@GenMediaP  
 Phone 412-421-2600 Fax 412-421-6001  
 Start Date 9/30/20 End Date 10/5/20

Cash     Trade     Promo  
 Political     Other  
 Direct     Agency     National  
 Sports     Telemarketing     Affidavit  
 Script, Coop  
 Commissionable      
 Invoice Talent Fee, Amount \$ \_\_\_\_\_  
 Payable to: \_\_\_\_\_  
 Package: \_\_\_\_\_  
 P.O. # Contract #438938 EST.# \_\_\_\_\_

Level Bill: Amt/Mo. \_\_\_\_\_ Start Mo: \_\_\_\_\_ End Mo: \_\_\_\_\_

Notes: Contract # for invoicing 4389381 / order #3177527 / Prod 9/30-10/5 WI SS-24

Email Invoices to: Invoices@MediaFianancial.com must have all order & prod info on invoices

| Start    | Stop     | Daypart/<br>Program | Length | Mon | Tue | Wed | Thur | Fri | Sat | Sun | Rate    | Total<br>Spots | Total \$ |
|----------|----------|---------------------|--------|-----|-----|-----|------|-----|-----|-----|---------|----------------|----------|
| 09/30/20 | 10/02/20 | 6-10a               | 60     |     |     | 3   | 3    | 2   |     |     | \$10.00 | 8              | \$80.00  |
| 09/30/20 | 10/02/20 | 10a-3p              | 60     |     |     | 3   | 3    | 4   |     |     | \$10.00 | 10             | \$100.00 |
| 09/30/20 | 10/02/20 | 3-7p                | 60     |     |     | 2   | 3    | 3   |     |     | \$10.00 | 8              | \$80.00  |
| 10/03/20 | 10/04/20 | 6a-7p               | 60     |     |     |     |      |     | 7   | 7   | \$19.00 | 14             | \$266.00 |
| 10/05/20 | 10/05/20 | 6-10a               | 60     | 2   |     |     |      |     |     |     | \$10.00 | 2              | \$20.00  |
| 10/05/20 | 10/05/20 | 10a-3p              | 60     | 5   |     |     |      |     |     |     | \$10.00 | 5              | \$50.00  |
| 10/05/20 | 10/05/20 | 3-7p                | 60     | 2   |     |     |      |     |     |     | \$10.00 | 2              | \$20.00  |
|          |          |                     |        |     |     |     |      |     |     |     |         | 49             | \$616.00 |

DESCRIPTION:

"The parties of this advertising agreement affirm that nothing in this agreement or any of the actions, benefits and obligations related to it, discriminate in any way on the basis of race or ethnicity"

*Ad created 10/1/20*  
 3496-7  
 PA 9/27

# Seehafer Broadcasting Contract

Marshfield - Wisconsin Rapids

WDLB  
 WLJY  
 WFHR  
 WOSQ  
 Date: 9/29/20

Account Rep: Terry Stevenson

Account Piotrowski for State Senate  
 Agency Media Financial Services  
 Billing Address invocies@mediafinancial.com  
 City Philadelphia State PA Zip \_\_\_\_\_  
 Contact Roger Rafson E-Mail Roger.Rafson@GenMediaP  
 Phone 412-421-2600 Fax 412-421-6001  
 Start Date 9/30/20 End Date 10/5/20

Cash  Trade  Promo  
 Political  Other  
 Direct  Agency  National  
 Sports  Telemarketing  Affidavit  
 Script, Coop  
 Commissionable   
 Invoice Talent Fee, Amount \$ \_\_\_\_\_  
 Payable to: \_\_\_\_\_  
 Package: \_\_\_\_\_  
 P.O. # Contract #438938 EST.# \_\_\_\_\_

Level Bill: Amt/Mo. \_\_\_\_\_ Start Mo: \_\_\_\_\_ End Mo: \_\_\_\_\_

Notes: Contract # for invoicing 4389381 / order #3177527 / Prod 9/30-10/5 WI SS-24

Email Invoices to: Invoices@MediaFianancial.com must have all order & prod info on invoices

| Start    | Stop     | Daypart/<br>Program | Length | Mon | Tue | Wed | Thur | Fri | Sat | Sun | Rate    | Total<br>Spots | Total \$ |
|----------|----------|---------------------|--------|-----|-----|-----|------|-----|-----|-----|---------|----------------|----------|
| 09 30 20 | 10 02 20 | 6-10a               | 60     |     |     | 3   | 3    | 2   |     |     | \$10 00 | 8              | \$80 00  |
| 09 30 20 | 10 02 20 | 10a-3p              | 60     |     |     | 3   | 3    | 4   |     |     | \$10 00 | 10             | \$100 00 |
| 09 30 20 | 10 02 20 | 3-7p                | 60     |     |     | 2   | 3    | 3   |     |     | \$10 00 | 8              | \$80 00  |
| 10 03 20 | 10 04 20 | 6a-7p               | 60     |     |     |     |      |     | 7   | 7   | \$19 00 | 14             | \$266 00 |
| 10 05 20 | 10 05 20 | 6-10a               | 60     | 2   |     |     |      |     |     |     | \$10 00 | 2              | \$20 00  |
| 10 05 20 | 10 05 20 | 10a-3p              | 60     | 5   |     |     |      |     |     |     | \$10 00 | 5              | \$50 00  |
| 10 05 20 | 10 05 20 | 3-7p                | 60     | 2   |     |     |      |     |     |     | \$10 00 | 2              | \$20 00  |
|          |          |                     |        |     |     |     |      |     |     |     |         | 49             | \$616 00 |

**DESCRIPTION:**

"The parties of this advertising agreement affirm that nothing in this agreement or any of the actions, benefits and obligations related to it, discriminate in any way on the basis of race or ethnicity"

3496-6  
PA 9/29

PA 10/1/20

WFHR  
645 25TH AVENUE NORTH  
WISCONSIN RAPIDS, WI 54495

Client: PIOTROWSKI FOR STATE SENATE/MEDIA FINANCIAL  
Order #: 3496-00006  
Description: #3177527/PROD9/30-10/5WI SS-24  
Date Entered: 9/29/2020  
P.O.#: 4389381 CONTR.#  
Salesperson: Stevenson, Terry  
Invoice Frequency: Billed at end of Media Month, Sorted by Date Notary Req'd

MEDIA FINANCIAL SERVICES (2020)  
invoices@mediafinancial.com

Statement Group: WFHR  
Receivables Group: Political  
Sales Commission: Terry Stevenson, Commissions  
A/R Account: WFHR-A/R  
Order Discount: <None>  
Agency Discount: Agency Discount - Standard 15%  
Default Primary Product Code: Political  
Secondary Product Code: <unassigned>  
Last Modified: 9/29/2020  
Modified 1 times  
OrderType: Per Spot

**On-Air Schedule**

| Start Date | End Date  | Station   | Scheduled Time/Event | Repeats              | Length             | Qty             | Rate | Total           | M      | Tu | W | Th | F | Sa | Su |   |
|------------|-----------|-----------|----------------------|----------------------|--------------------|-----------------|------|-----------------|--------|----|---|----|---|----|----|---|
| 1          | 9/30/2020 | 10/2/2020 | WFHR                 | 06:00:00 to 10:00:00 | Weekly             | 1:00            | 8    | 10.00           | 80.00  | 0  | 0 | 3  | 3 | 2  | 0  | 0 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 220   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |
| 2          | 9/30/2020 | 10/2/2020 | WFHR                 | 10:00:00 to 15:00:00 | Weekly             | 1:00            | 10   | 10.00           | 100.00 | 0  | 0 | 3  | 3 | 4  | 0  | 0 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 220   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |
| 3          | 9/30/2020 | 10/2/2020 | WFHR                 | 15:00:00 to 19:00:00 | Weekly             | 1:00            | 8    | 10.00           | 80.00  | 0  | 0 | 2  | 3 | 3  | 0  | 0 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 220   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |
| 4          | 10/3/2020 | 10/4/2020 | WFHR                 | 06:00:00 to 19:00:00 | Weekly             | 1:00            | 14   | 19.00           | 266.00 | 0  | 0 | 0  | 0 | 0  | 7  | 7 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 128   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |
| 5          | 10/5/2020 | 10/5/2020 | WFHR                 | 06:00:00 to 10:00:00 | Weekly             | 1:00            | 2    | 10.00           | 20.00  | 2  | 0 | 0  | 0 | 0  | 0  | 0 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 220   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |
| 6          | 10/5/2020 | 10/5/2020 | WFHR                 | 10:00:00 to 15:00:00 | Weekly             | 1:00            | 5    | 10.00           | 50.00  | 5  | 0 | 0  | 0 | 0  | 0  | 0 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 220   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |
| 7          | 10/5/2020 | 10/5/2020 | WFHR                 | 15:00:00 to 19:00:00 | Weekly             | 1:00            | 2    | 10.00           | 20.00  | 2  | 0 | 0  | 0 | 0  | 0  | 0 |
| Avail:     |           | General   | Sales Comm: X        |                      | Agency Discount: X | Order Discount: |      | Prod: Political |        |    |   |    |   |    |    |   |
| Inc. Acct: |           | POLITICAL | Adv. Sep: X          |                      | Prod Sep: X        | Priority: 220   |      |                 |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |      |                 |        |    |   |    |   |    |    |   |

**Station Totals:**

|         |            |               |               |             |
|---------|------------|---------------|---------------|-------------|
| Station | Spot Count | Gross Billing | Combined Disc | Net Billing |
| WFHR    | 49         | \$616.00      | \$92.40       | \$523.60    |

Order Start Date: 9/30/2020    Order End Date: 10/5/2020    Spots: 49

|                     |                 |
|---------------------|-----------------|
| Total Charges:      | \$616.00        |
| Combined Discounts: | \$92.40         |
| <b>Total Net:</b>   | <b>\$523.60</b> |

Projected Media Month Billing Totals for PIOTROWSKI FOR STATE SENATE/MEDIA FINANCIAL / 3496-00006 :

|               | <u>Spot Count</u> | <u>Gross Billing</u> | <u>Combined Disc.</u> | <u>Net Billing</u> |
|---------------|-------------------|----------------------|-----------------------|--------------------|
| October 2020  | 49                | \$616.00             | \$92.40               | \$523.60           |
| <b>Total:</b> | <b>49</b>         | <b>\$616.00</b>      | <b>\$92.40</b>        | <b>\$523.60</b>    |

Confirmed & Accepted for WFHR By:

Accepted for MEDIA FINANCIAL SERVICES (2020) By:

-----  
Please Sign and Return One Copy

|                   |                                       |                           |              |                                   |                          |
|-------------------|---------------------------------------|---------------------------|--------------|-----------------------------------|--------------------------|
| STATION:          | WFHR-AM                               | ORDER#:                   | 3177527      | DATE:                             | 09/29/2020               |
| MARKET:           | Wausau-Stevens Point (Central WI), WI | AMOUNT:                   | \$616.00     | AGENCY:                           | MEDIA FINANCIAL SERVICES |
| REP:              | Regional Reps Non-Rep                 | SPOTS:                    | 49           | 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 4389381  |                          |
| ADVERTISER:       | Piotrowski for State Senale           | AGY PRD:                  |              | INVOICE: MEDIA FINANCIAL SERVICES |                          |
| PRODUCT:          | 9/30-10/5 WI SS-24                    | AGY EST:                  |              | Invoices@MediaFinancial.com       |                          |
| FLIGHT:           | 09-30-2020 TO 10/11/2020              | [X]Unwired [ ]Spot [ ]Mod |              |                                   |                          |
| TOT # OF WEEKS: 2 |                                       |                           |              |                                   |                          |
| PRIM. DEMO:       | Adults 35+                            | [X]Cash [ ]Trade          |              |                                   |                          |
| SEC. DEMO:        |                                       | SPOT TYPE:                |              | LAST SENT: 09/29/2020 08:30       |                          |

**COMMENTS**

[Rep Comment] 09/29/2020: 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 MFS SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL PRIOR TO START DATE. MFS WILL THEN EMAIL YOU PROOF OF PAYMENT INFORMATION AS SOON AS POSSIBLE.\*\***

**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.**

By accepting and airing this schedule, station agrees to pay Regional Reps a sales commission equal to 15% of the agency gross in addition to the 15% agency commission.

**\*\*CONTINUE WITH CURRENT SPOT/TRAFFIC TFN.\*\***

WEEK#1                      9/30/2020 To 10/4/2020                      WK TOT \$526.00                      WK TOTAL SPOTS 40

| MC | LN | SPT TYP | DAYS    | START   | END TIME | LEN | START     | STOP      | SP/WK | RATE | WEEKLY TOTAL |
|----|----|---------|---------|---------|----------|-----|-----------|-----------|-------|------|--------------|
|    | 1  |         | ..WTF.. | 6:00AM  | 10:00AM  | 60  | 9/30/2020 | 10/2/2020 | 8     | \$10 | \$80         |
|    | 2  |         | ..WTF.. | 10:00AM | 3:00PM   | 60  | 9/30/2020 | 10/2/2020 | 10    | \$10 | \$100        |
|    | 3  |         | ..WTF.. | 3:00PM  | 7:00PM   | 60  | 9/30/2020 | 10/2/2020 | 8     | \$10 | \$80         |
|    | 4  |         | .....SS | 6:00AM  | 7:00PM   | 60  | 10/3/2020 | 10/4/2020 | 14    | \$19 | \$266        |

|                          |                                       |                           |              |  |                          |
|--------------------------|---------------------------------------|---------------------------|--------------|--|--------------------------|
| <b>STATION:</b>          | WFHR-AM                               | <b>ORDER#:</b>            | 3177527      | <b>DATE:</b>                             | 09/29/2020               |
| <b>MARKET:</b>           | Wausau-Stevens Point (Central WI), WI | <b>AMOUNT:</b>            | \$616.00     | <b>AGENCY:</b>                           | MEDIA FINANCIAL SERVICES |
| <b>REP:</b>              | Regional Reps Non-Rep                 | <b>SPOTS:</b>             | 49           | Invoices@MediaFinancial.com              |                          |
| <b>MOD:</b>              | Stn Ver: 1 Last:                      |                           |              |  |                          |
| <b>SALES OFFICE:</b>     | PHILADELPHIA                          | <b>SLS PH:</b>            | 412 421 2600 |  |                          |
| <b>SALESPERSON:</b>      | Roger Rafson                          | <b>SLS FAX:</b>           | 412 421 6001 |  |                          |
| <b>SLS EMAIL:</b>        | Roger.Rafson@GenMediaPartners.com     |                           |              |  |                          |
| <b>AGENCY:</b>           | MEDIA FINANCIAL SERVICES              | <b>AGY CLI:</b>           |              | <b>CONTRACT # FOR INVOICING 4389381</b>  |                          |
| <b>ADVERTISER:</b>       | Piotrowski for State Senate           | <b>AGY PRD:</b>           |              | <b>INVOICE:</b> MEDIA FINANCIAL SERVICES |                          |
| <b>PRODUCT:</b>          | 9/30-10/5 WI SS-24                    | <b>AGY EST:</b>           |              | Invoices@MediaFinancial.com              |                          |
| <b>FLIGHT:</b>           | 09-30-2020 TO 10/11/2020              | [X]Unwired [ ]Spot [ ]Mod |              |  |                          |
| <b>TOT # OF WEEKS:</b> 2 |                                       |                           |              |  |                          |
| <b>PRIM. DEMO:</b>       | Adults 35+                            | [X]Cash [ ]Trade          |              |  |                          |
| <b>SEC. DEMO:</b>        |                                       | <b>SPOT TYPE:</b>         |              | <b>LAST SENT:</b> 09/29/2020 08:30       |                          |

WEEK#2                      10/5/2020 To 10/11/2020                      WK TOT \$90.00                      WK TOTAL SPOTS 9

| MC | LN | SPT TYP | DAYS   | START   | END TIME | LEN | START     | STOP      | SP/WK | RATE | WEEKLY TOTAL |
|----|----|---------|--------|---------|----------|-----|-----------|-----------|-------|------|--------------|
|    | 5  |         | M..... | 6:00AM  | 10:00AM  | 60  | 10/5/2020 | 10/5/2020 | 2     | \$10 | \$20         |
|    | 6  |         | M..... | 10:00AM | 3:00PM   | 60  | 10/5/2020 | 10/5/2020 | 5     | \$10 | \$50         |
|    | 7  |         | M..... | 3:00PM  | 7:00PM   | 60  | 10/5/2020 | 10/5/2020 | 2     | \$10 | \$20         |

| TOTAL | Oct    |  |  |  |  |  |  |  |  |  |  | Total  |
|-------|--------|--|--|--|--|--|--|--|--|--|--|--------|
| SPOT  | 49     |  |  |  |  |  |  |  |  |  |  | 49     |
| CASH  | 616.00 |  |  |  |  |  |  |  |  |  |  | 616.00 |
| TOTAL | 616.00 |  |  |  |  |  |  |  |  |  |  | 616.00 |

WLJY  
645 25TH AVENUE NORTH  
WISCONSIN RAPIDS, WI 54495

Client: PIOTROWSKI FOR STATE SENATE/MEDIA FINANCIAL  
Order #: 3496-00007  
Description: #3177527/PROD9/30-10/5WISS-24  
Date Entered: 9/29/2020  
P.O.#: 4389381CONTRACT  
Salesperson: Stevenson, Terry  
Invoice Frequency: Billed at end of Media Month, Sorted by Date Notary Req'd

MEDIA FINANCIAL SERVICES (2020)  
invoices@mediafinancial.com

Statement Group: WLJY  
Receivables Group: Political  
Sales Commission: Terry Stevenson, Commissions  
A/R Account: WLJY-A/R  
Order Discount: <None>  
Agency Discount: Agency Discount - Standard 15%  
Default Primary Product Code: Political  
Secondary Product Code: <unassigned>  
Last Modified: 9/29/2020  
Modified 1 times  
OrderType: Per Spot

**On-Air Schedule**

| Start Date | End Date  | Station   | Scheduled Time/Event | Repeated             | Length             | Qty             | Rate            | Total | M      | Tu | W | Th | F | Sa | Su |   |
|------------|-----------|-----------|----------------------|----------------------|--------------------|-----------------|-----------------|-------|--------|----|---|----|---|----|----|---|
| 1          | 9/30/2020 | 10/2/2020 | WLJY                 | 06:00:00 to 10:00:00 | Weekly             | 1:00            | 8               | 10.00 | 80.00  | 0  | 0 | 3  | 3 | 2  | 0  | 0 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 220   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |
| 2          | 9/30/2020 | 10/2/2020 | WLJY                 | 10:00:00 to 15:00:00 | Weekly             | 1:00            | 10              | 10.00 | 100.00 | 0  | 0 | 3  | 3 | 4  | 0  | 0 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 220   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |
| 3          | 9/30/2020 | 10/2/2020 | WLJY                 | 15:00:00 to 19:00:00 | Weekly             | 1:00            | 8               | 10.00 | 80.00  | 0  | 0 | 2  | 3 | 3  | 0  | 0 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 220   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |
| 4          | 10/3/2020 | 10/4/2020 | WLJY                 | 06:00:00 to 19:00:00 | Weekly             | 1:00            | 14              | 19.00 | 266.00 | 0  | 0 | 0  | 0 | 0  | 7  | 7 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 128   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |
| 5          | 10/5/2020 | 10/5/2020 | WLJY                 | 06:00:00 to 10:00:00 | Weekly             | 1:00            | 2               | 10.00 | 20.00  | 2  | 0 | 0  | 0 | 0  | 0  | 0 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 220   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |
| 6          | 10/5/2020 | 10/5/2020 | WLJY                 | 10:00:00 to 15:00:00 | Weekly             | 1:00            | 5               | 10.00 | 50.00  | 5  | 0 | 0  | 0 | 0  | 0  | 0 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 220   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |
| 7          | 10/5/2020 | 10/5/2020 | WLJY                 | 15:00:00 to 19:00:00 | Weekly             | 1:00            | 2               | 10.00 | 20.00  | 2  | 0 | 0  | 0 | 0  | 0  | 0 |
| Avail      |           | General   |                      | Sales Comm: X        | Agency Discount: X | Order Discount: |                 |       |        |    |   |    |   |    |    |   |
| Inc Acct:  |           | POLITICAL |                      | Adv Sep: X           | Prod Sep: X        | Priority: 220   | Prod: Political |       |        |    |   |    |   |    |    |   |
| Spot Type: |           | _None     | Description:         |                      |                    |                 |                 |       |        |    |   |    |   |    |    |   |

**Station Totals:**

|         |            |               |                |             |
|---------|------------|---------------|----------------|-------------|
| Station | Spot Count | Gross Billing | Combined Disc. | Net Billing |
| WLJY    | 49         | \$616.00      | \$92.40        | \$523.60    |

|                             |                           |           |                     |          |
|-----------------------------|---------------------------|-----------|---------------------|----------|
| Order Start Date: 9/30/2020 | Order End Date: 10/5/2020 | Spots: 49 | Total Charges:      | \$616.00 |
|                             |                           |           | Combined Discounts: | \$92.40  |
|                             |                           |           | Total Net:          | \$523.60 |

Projected Media Month Billing Totals for PIOTROWSKI FOR STATE SENATE/MEDIA FINANCIAL / 3496-00007 :

|               |      | <u>Spot Count</u> | <u>Gross Billing</u> | <u>Combined Disc.</u> | <u>Net Billing</u> |
|---------------|------|-------------------|----------------------|-----------------------|--------------------|
| October       | 2020 | 49                | \$616.00             | \$92.40               | \$523.60           |
| <b>Total:</b> |      | <b>49</b>         | <b>\$616.00</b>      | <b>\$92.40</b>        | <b>\$523.60</b>    |

Confirmed & Accepted for WLJY By:

Accepted for MEDIA FINANCIAL SERVICES (2020) By:

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Please Sign and Return One Copy



|                   |                                       |                           |              |                                   |                          |
|-------------------|---------------------------------------|---------------------------|--------------|-----------------------------------|--------------------------|
| STATION:          | WLJY-FM                               | ORDER#:                   | 3177527      | DATE:                             | 09/29/2020               |
| MARKET:           | Wausau-Stevens Point (Central WI), WI | AMOUNT:                   | \$616.00     | AGENCY:                           | MEDIA FINANCIAL SERVICES |
| REP:              | Regional Reps Non-Rep                 | SPOTS:                    | 49           | 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 4389381  |                          |
| ADVERTISER:       | Piotrowski for State Senate           | AGY PRD:                  |              | INVOICE: MEDIA FINANCIAL SERVICES |                          |
| PRODUCT:          | 9/30-10/5 WI SS-24                    | AGY EST:                  |              | Invoices@MediaFinancial.com       |                          |
| FLIGHT:           | 09-30-2020 TO 10/11/2020              | [X]Unwired [ ]Spot [ ]Mod |              |                                   |                          |
| TOT # OF WEEKS: 2 |                                       |                           |              |                                   |                          |
| PRIM. DEMO:       | Adults 35+                            | [X]Cash [ ]Trade          |              |                                   |                          |
| SEC. DEMO:        |                                       | SPOT TYPE:                |              | LAST SENT: 09/29/2020 08:30       |                          |

**COMMENTS**

[Rep Comment] 09/29/2020: 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 MFS SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL PRIOR TO START DATE. MFS WILL THEN EMAIL YOU PROOF OF PAYMENT INFORMATION AS SOON AS POSSIBLE.\*\***

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.

Rates are agency gross. By accepting and running this order this station agrees to pay Regional Reps 15% commission on the gross amount of this order. Invoices/affidavits of performance are due no later than 7 days after the end of each broadcast month.

**\*\*CONTINUE WITH CURRENT SPOT/TRAFFIC TFN.\*\***

WEEK#1                      9/30/2020 To 10/4/2020                      WK TOT \$526.00                      WK TOTAL SPOTS 40

| MC | LN | SPT TYP | DAYS    | START   | END TIME | LEN | START     | STOP      | SP/WK | RATE | WEEKLY TOTAL |
|----|----|---------|---------|---------|----------|-----|-----------|-----------|-------|------|--------------|
|    | 1  |         | ..WTF.. | 6:00AM  | 10:00AM  | 60  | 9/30/2020 | 10/2/2020 | 8     | \$10 | \$80         |
|    | 2  |         | ..WTF.. | 10:00AM | 3:00PM   | 60  | 9/30/2020 | 10/2/2020 | 10    | \$10 | \$100        |
|    | 3  |         | ..WTF.. | 3:00PM  | 7:00PM   | 60  | 9/30/2020 | 10/2/2020 | 8     | \$10 | \$80         |
|    | 4  |         | .....SS | 6:00AM  | 7:00PM   | 60  | 10/3/2020 | 10/4/2020 | 14    | \$19 | \$266        |

