

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, _____, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mike McConathy

Authorized committee:

Mike McConathy Campaign

Agency requesting time (and contact information):

N/A Fletcher Consultants, LLC

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Louisiana Senate District 31

Date of election:

October 14, 2023

General

Primary

Treasurer of candidate's authorized committee:

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

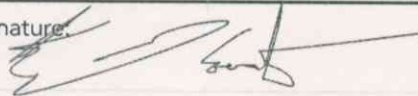
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

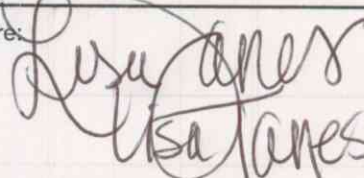
Candidate/Committee/Agency

Station Representative

Signature:



Signature:



Name: Kyle Coats

Name:

Date of Request to Purchase Ad Time: 10/2/2023

Date of Station Agreement to Sell Time: 10/02/23

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:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 10/2/23

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

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:

*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:

10/2/23

Est. #:

Station Location:

Run Start and End Dates:

10/4/23 - 10/13/23

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.

Lisa Janes

From: Jennifer Marsh <jennifer@louisianaradionetwork.com>
Sent: Thursday, October 5, 2023 1:39 PM
To: Lisa Janes
Subject: RE: Mike McConathy Campaign Radio Buy
Attachments: Townsquare Conf Lisa J.pdf

All looks good! Thanks again!

Jennifer H. Marsh
Local Sales Manager – Tiger Rag Properties
Sr. AE – Louisiana Radio Network, LLC
The Voice of LA Agriculture
Talk LA – WRKF-FM, 89.3/WWNO-FM, 89.9
225-921-8576 – Cell



From: Lisa Janes <Lisa.Janes@townsquaremedia.com>
Sent: Thursday, October 5, 2023 11:26 AM
To: Jennifer Marsh <jennifer@louisianaradionetwork.com>
Subject: RE: Mike McConathy Campaign Radio Buy

For you!
Sending pics of checks to payment team.

From: Jennifer Marsh <jennifer@louisianaradionetwork.com>
Sent: Thursday, October 5, 2023 10:55 AM
To: Lisa Janes <Lisa.Janes@townsquaremedia.com>
Cc: Valerie Strother <valerie.strother@townsquaremedia.com>
Subject: RE: Mike McConathy Campaign Radio Buy

Lisa – updated NAB forms, to go along with those check copies. Just waiting on signed NAB Forms from you and station confirmations.
Thanks!

Jennifer H. Marsh
Local Sales Manager – Tiger Rag Properties
Sr. AE – Louisiana Radio Network, LLC
The Voice of LA Agriculture
Talk LA – WRKF-FM, 89.3/WWNO-FM, 89.9
225-921-8576 – Cell



From: Jennifer Marsh
Sent: Thursday, October 5, 2023 9:28 AM

To: Lisa Janes <Lisa.Janes@townsquaremedia.com>
Cc: Valerie Strother <valerie.strother@townsquaremedia.com>
Subject: RE: Mike McConathy Campaign Radio Buy

Too late, checks have been written already. See text message.

Jennifer H. Marsh
Local Sales Manager – Tiger Rag Properties
Sr. AE – Louisiana Radio Network, LLC
The Voice of LA Agriculture
Talk LA – WRKF-FM, 89.3/WWNO-FM, 89.9
225-921-8576 – Cell



From: Lisa Janes <Lisa.Janes@townsquaremedia.com>
Sent: Thursday, October 5, 2023 9:27 AM
To: Jennifer Marsh <jennifer@louisianaradionetwork.com>
Cc: Valerie Strother <valerie.strother@townsquaremedia.com>
Subject: RE: Mike McConathy Campaign Radio Buy

Jennifer!

***well, had a candidate here waiting when I got in the door; took a bit longer than anticipated

***have put the 3 spots BACK into week of 10/9 as below

Val....can you resend a pay link?

Jennifer.....can do an e-check and save the overnight fees for LA Network.

	Station	rate	net	Oct5; Oct 6	Oct7; Oct8	Oct9 thru 13	# of commercials	gross t
2								
3								
4	KVKI-FM (96.5 Adult Contemporary)							
5	Sat 9a-7p (60 sec) spots	30	25.5			4	4	
6	Sun 10a-7p	20	17			4	4	
7	Mon - Fri 6a-7p	60	51	9		23	32	:
8								
9	KRUF FM (94.5 Top 40)							
10	Sat 9a-7p (60 sec) spots	25	21.25			4	4	
11	Sun 10a-7p	15	12.75			4	4	
12	Mon - Fri 6a-7p	50	42.5	9		23	32	:
13								
14	KXKS FM (93.7FM Country)							
15	Sat 9a-7p (60 sec) spots	35	29.75			4	4	
16	Sun 10a-7p	18	15.3			4	4	
17	Mon - Fri 6a-7p	60	51	9		23	32	:
18								
19	KEEL AM/FM (710/101.7FM News/Talk)							
20	Sat 9a-7p (60 sec) spots	28	23.8			4	4	
21	Sun 10a-7p	13	11.05			4	4	
22	Mon - Fri 6a-7p	65	55.25	9		23	32	:
23								
24								
25								
26								

From: Jennifer Marsh <jennifer@louisianaradionetwork.com>
 Sent: Thursday, October 5, 2023 7:40 AM
 To: Lisa Janes <Lisa.Janes@townsquaremedia.com>
 Subject: RE: Mike McConathy Campaign Radio Buy

Thanks Lisa.

You can put the 3 spots back into the week 10/9. Please send confirmations on all stations for internal/accounting purposes. Checks will be cut today and I'll send a pic.

Jennifer H. Marsh
 Local Sales Manager – Tiger Rag Properties
 Sr. AE – Louisiana Radio Network, LLC
 The Voice of LA Agriculture
 Talk LA – WRKF-FM, 89.3/WWNO-FM, 89.9
 225-921-8576 – Cell



From: Lisa Janes <Lisa.Janes@townsquaremedia.com>
 Sent: Wednesday, October 4, 2023 3:47 PM
 To: Jennifer Marsh <jennifer@louisianaradionetwork.com>
 Subject: FW: Mike McConathy Campaign Radio Buy

Re-worked to DROP 3x AND see note to the right for YOU gorgeous gal.
 Pay link was sent as well – and I think to Kyle’s email...can have it resent if needed!
 I appreciate you!

Station	rate	net	Oct5; Oct 6	Oct7; Oct8	Oct9 thru 13	# of commercials	gross total
KVKI-FM (96.5 Adult Contemporary)							
Sat 9a-7p (60 sec) spots	30	25.5			4	4	120
Sun 10a-7p	20	17			4	4	80
Mon - Fri 6a-7p	60	51	9		20	29	1740
KRUF FM (94.5 Top 40)							
Sat 9a-7p (60 sec) spots	25	21.25			4	4	100
Sun 10a-7p	15	12.75			4	4	60
Mon - Fri 6a-7p	50	42.5	9		20	29	1450
KXKS FM (93.7FM Country)							
Sat 9a-7p (60 sec) spots	35	29.75			4	4	140
Sun 10a-7p	18	15.3			4	4	72
Mon - Fri 6a-7p	60	51	9		20	29	1740
KEEL AM/FM (710/101.7FM News/Talk)							
Sat 9a-7p (60 sec) spots	28	23.8			4	4	112
Sun 10a-7p	13	11.05			4	4	52
Mon - Fri 6a-7p	65	55.25	9		20	29	1885
							7551

From: Lisa Janes <Lisa.Janes@townsquaremedia.com>
Sent: Tuesday, October 3, 2023 10:38 AM
To: Shreveport AM <shreveport.am@townsquaremedia.com>; Shreveport Traffic <ShreveportTraffic@townsquaremedia.com>; Wide Orbit Payments - Region 2 <wopayments2@townsquaremedia.com>
Subject: FW: Mike McConathy Campaign Radio Buy

Adv: Mike McConathy Campaign
 Agy: Louisiana Radio Network (in WO)
 This is NOT network money---
 Revenue: Local Agency Political Candidate
 NO STREAMING (snip of email from buyer attached 😊)

2 spots to rotate 50/50 attached

Send

Bcc...

Subject FW: Mike McConathy Campaign Radio Buy

From: Kyle Coats <kyle@louisianaradionetwork.com>
 Sent: Monday, October 2, 2023 5:19 PM
 To: Lisa Janes <Lisa.Janes@townsquaremedia.com>
 Cc: jennifer@louisianaradionetwork.com
 Subject: Mike McConathy Campaign Radio Buy

You don't often get email from kyle@louisianaradionetwork.com. [Learn why this is important](#)

Please find attached schedule and NAB forms for Mike McConathy ad campaign.
 Schedule below:

KVKI-FM (96.5 Adult Contemporary)														
Sat, 9a-7p (60-sec) spots	\$	30.00	\$	25.50		4		4	\$	120.00	\$	102.00		
Sun, 10a-7p	\$	20.00	\$	17.00		4		4	\$	80.00	\$	68.00		
Mon-Fri, 6a-7p	\$	60.00	\$	51.00		12		20	32	\$	1,920.00	\$	1,632.00	
Streaming Included	\$	-	\$	-		2		8	20	30	\$	-	\$	-
KRUF-FM (94.5 Top 40)														
Sat, 9a-7p (60-sec) spots	\$	25.00	\$	21.25		4		4	\$	100.00	\$	85.00		
Sun, 10a-7p	\$	15.00	\$	12.75		4		4	\$	60.00	\$	51.00		
Mon-Fri, 6a-7p	\$	50.00	\$	42.50		12		20	32	\$	1,600.00	\$	1,360.00	
Streaming Included	\$	-	\$	-		2		8	20	30	\$	-	\$	-
KXKS-FM (93.7 Country)														
Sat, 9a-7p (60-sec) spots	\$	35.00	\$	29.75		4		4	\$	140.00	\$	119.00		
Sun, 10a-7p	\$	18.00	\$	15.30		4		4	\$	72.00	\$	61.20		
Mon-Fri, 6a-7p	\$	60.00	\$	51.00		12		20	32	\$	1,920.00	\$	1,632.00	
Streaming Included	\$	-	\$	-		2		8	20	30	\$	-	\$	-
KEEL (710 News/Talk)														
Sat, 9a-7p (60-sec) spots	\$	28.00	\$	23.80		4		4	\$	112.00	\$	95.20		
Sun, 10a-7p	\$	13.00	\$	11.05		4		4	\$	52.00	\$	44.20		
Mon-Fri, 6a-7p	\$	65.00	\$	55.25		12		20	32	\$	2,080.00	\$	1,768.00	
Streaming Included	\$	-	\$	-		2		8	20	30	\$	-	\$	-

Let me know if you have any questions or need anything additional.
 Please send order confirmation.

Thanks,

Kyle Coats
 Louisiana Radio Network – Local Sales Manager
 Tiger Rag Media – Account Executive

Kyle Coats
Louisiana Radio Network – Local Sales Manager
Tiger Rag Media – Account Executive
225-802-3609