

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Plus Communications, 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: Poet

Agency name: Plus Communications

Address: 3001 Washington Blvd. 7th Floor Arlington, VA 22201

Contact: _____ Phone number: 202-677-7060 Email: _____

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: Poet, LLC

Address: 4615 North Lewis Ave
Sioux Falls, SD 57104

Contact: _____ Phone number: 6059652200 Email: _____

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

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

Jeff Broin - CEO

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	Station Representative
Signature: Hollis Poch <small>Digitally signed by Hollis Poch Date: 2021.03.10 10:59:37 -05'00'</small>	Signature: <i>Emily Christensen</i>
Name: Hollis Poch	Name: <i>Emily Christensen</i>
Date of Request to Purchase Ad Time: 3/10/21	Date of Station Agreement to Sell Time: <i>3-26-21</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *3-26-2021*

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:

Contract #: <i>3183827</i>	Station Call Letters: <i>NLOH</i>	Date Received/Requested: <i>3-26-2021</i>
Est. #: <i>1597</i>	Station Location: <i>pipeston</i>	Run Start and End Dates: <i>3-29-21-4-2-2021</i>

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.

STATION:	KLOH-AM	ORDER#:	3183827	DATE:	03/26/2021
MARKET:	UM - Pipestone, MN	AMOUNT:	\$980.00	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Regional Reps Non-Rep	SPOTS:	35	Invoices@MediaFinancial.com	
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	PHILADELPHIA	SLS PH:	216-256-5304		
SALESPERSON:	Heather Karban	SLS FAX:	N/A		
SLS EMAIL:	Heather.Karban@GenMediaPartners.com				
AGENCY:	MEDIA FINANCIAL SERVICES	AGY CLI:		CONTRACT # FOR INVOICING 4402369	
ADVERTISER:	Poet LLC	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est 1597 3/29-4/2 Issue C-048	AGY EST:	1597	Invoices@MediaFinancial.com	
FLIGHT:	03-29-2021 TO 4/2/2021	[X]Unwired []Spot []Mod			
TOT # OF DAYS:	5				
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT: 03/26/2021 13:44	

COMMENTS

03/26/2021: 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.****

Invoices/Proof of Performance required; even for orders paid for in advance.

AGY EST number must be included on all invoices.

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.

DAY#1		3/29/2021 To 3/29/2021					TOT \$196.00			TOTAL SPOTS 7	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		M	6:00AM	10:00AM	60	3/29/2021	3/29/2021	2	\$28	\$56
	2		M	10:00AM	3:00PM	60	3/29/2021	3/29/2021	2	\$28	\$56
	3		M	3:00PM	7:00PM	60	3/29/2021	3/29/2021	3	\$28	\$84

STATION:	KLOH-AM	ORDER#:	3183827	DATE:	03/26/2021
MARKET:	UM - Pipestone, MN	AMOUNT:	\$980.00	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Regional Reps Non-Rep	SPOTS:	35		Invoices@MediaFinancial.com
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	PHILADELPHIA	SLS PH:	216-256-5304		
SALESPERSON:	Heather Karban	SLS FAX:	N/A		
SLS EMAIL:	Heather.Karban@GenMediaPartners.com				
AGENCY:	MEDIA FINANCIAL SERVICES	AGY CLI:		CONTRACT # FOR INVOICING	4402369
ADVERTISER:	Poet LLC	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est 1597 3/29-4/2 Issue C-048	AGY EST:	1597		Invoices@MediaFinancial.com
FLIGHT:	03-29-2021 TO 4/2/2021		[X]Unwired []Spot []Mod		
TOT # OF DAYS:	5				
PRIM. DEMO:	Adults 35+		[X]Cash []Trade		
SEC. DEMO:		SPOT TYPE:		LAST SENT:	03/26/2021 13:44

DAY#2 **3/30/2021 To 3/30/2021** **TOT \$196.00** **TOTAL SPOTS 7**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.T.....	6:00AM	10:00AM	60	3/30/2021	3/30/2021	2	\$28	\$56
	2		.T.....	10:00AM	3:00PM	60	3/30/2021	3/30/2021	2	\$28	\$56
	3		.T.....	3:00PM	7:00PM	60	3/30/2021	3/30/2021	3	\$28	\$84

DAY#3 **3/31/2021 To 3/31/2021** **TOT \$196.00** **TOTAL SPOTS 7**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		..W....	6:00AM	10:00AM	60	3/31/2021	3/31/2021	2	\$28	\$56
	2		..W....	10:00AM	3:00PM	60	3/31/2021	3/31/2021	2	\$28	\$56
	3		..W....	3:00PM	7:00PM	60	3/31/2021	3/31/2021	3	\$28	\$84

DAY#4 **4/1/2021 To 4/1/2021** **TOT \$196.00** **TOTAL SPOTS 7**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		...T...	6:00AM	10:00AM	60	4/1/2021	4/1/2021	2	\$28	\$56
	2		...T...	10:00AM	3:00PM	60	4/1/2021	4/1/2021	2	\$28	\$56
	3		...T...	3:00PM	7:00PM	60	4/1/2021	4/1/2021	3	\$28	\$84

STATION: KLOH-AM	ORDER#: 3183827	DATE: 03/26/2021
MARKET: UM - Pipestone, MN	AMOUNT: \$980.00	AGENCY: MEDIA FINANCIAL SERVICES
REP: Regional Reps Non-Rep	SPOTS: 35	Invoices@MediaFinancial.com
MOD: Stn Ver: 1 Last:		
SLES OFFICE: PHILADELPHIA	SLS PH: 216-256-5304	
SALESPERSON: Heather Karban	SLS FAX: N/A	
SLS EMAIL: Heather.Karban@GenMediaPartners.com		
AGENCY: MEDIA FINANCIAL SERVICES	AGY CLI:	CONTRACT # FOR INVOICING 4402369
ADVERTISER: Poet LLC	AGY PRD:	INVOICE: MEDIA FINANCIAL SERVICES
PRODUCT: Est 1597 3/29-4/2 Issue C-048	AGY EST: 1597	Invoices@MediaFinancial.com
FLIGHT: 03-29-2021 TO 4/2/2021	[X]Unwired []Spot []Mod	
TOT # OF DAYS: 5		
PRIM. DEMO: Adults 35+	[X]Cash []Trade	
SEC. DEMO:	SPOT TYPE:	LAST SENT: 03/26/2021 13:44

DAY#5	4/2/2021 To 4/2/2021	TOT \$196.00	TOTAL SPOTS 7
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MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1	F..	6:00AM	10:00AM	60	4/2/2021	4/2/2021	2	\$28	\$56
	2	F..	10:00AM	3:00PM	60	4/2/2021	4/2/2021	2	\$28	\$56
	3	F..	3:00PM	7:00PM	60	4/2/2021	4/2/2021	3	\$28	\$84

TOTAL	Apr											Total
SPOT	35											35
CASH	980.00											980.00
TOTAL	980.00											980.00

FW: POET/C-048

1 message

Joyce Vordenbaum <joyce.vordenbaum@genmediapartners.com>
To: Joyce Vordenbaum <joyce.vordenbaum@genmediapartners.com>

Fri, Mar 26, 2021 at 1:43 PM

Attached is the spot (run at 100%) and NAB form for the above order that I will be sending to you shortly.

Please confirm receipt of this and order (sent separately) ASAP. Thank you.

Thanks!

Joyce Vordenbaum

Sales Support Coordinator

Gen Media Partners LLC

McGavren Guild Media/MG Malls/Local Focus Radio/HRN Media/Regional Reps/Tacher Radio Reps

[Joyce.vordenbaum@genmediapartners.com](mailto:joyce.vordenbaum@genmediapartners.com)

www.genmediapartners.com

469-892-4367 (ph)



**Gen
Media
Partners**

INNOVATIVE. EVOLVED. EXPANDED.

McGavren Guild Media | Local Focus Radio | Regional Reps | Tacher Radio Reps | GMPT Media
Sun Broadcast Group | HRN Media Networks | NexGen News | MG Malls | MG COH

2 attachments



POET_OnTheRoad_60R.mp3
2363K

- # 4135



Poet NAB 2021.pdf
92K



Broadcast Invoice
 Account POET LLC
 Campaign EST 157 3/29-4/2 ISSUE C-048
 Invoice ID 1597-00738
 Billing Period 03/29/2021 through 04/29/2021, Due 04/30/2021

Page 1
 Total charges 980.00
 Account charges 980.00
 Payments -686.00
 Balance Due 0.00

MEDIA FINANCIAL SERVICES

Please mail payment to:
 CHRISTENSEN BROADCASTING, LLC
 PO BOX 456
 608 STATE HWY 30
 PIPESTONE, MN 56164

Date	Description	Plays	Length	Amount	Share	Net
30 Apr 2021	Invoice payment from ELECTRONIC PAYMENT			-686.00		-686.00
29 Apr 2021	30% Agency Commision			-294.00		-294.00

MYA CHRISTENSEN



Broadcast Invoice
 Account MEDIA FINANCIAL SERVICES (COOP)
 Campaign EST 157 3/29-4/2 ISSUE C-048
 Invoice ID 1597-00738
 Billing Period 03/29/2021 through 04/29/2021, Due 04/30/2021

Page 2
 Account charges 980.00

MEDIA FINANCIAL SERVICES (COOP)

Please mail payment to:
 CHRISTENSEN BROADCASTING, LLC
 PO BOX 456
 608 STATE HWY 30
 PIPESTONE, MN 56164

Date	Description	Plays	Length	Amount	Share	Net
29 Mar 2021	EST 157 3/29-4/2 ISSUE C-048 [EST 1597 3/29-4/2 ISSUE C-048 GENERAL] POET_ONTHEROAD_60 7 plays @ 28.00: 8:50a 9:22a 11:21a 3:12p 4:10p 4:50p 5:40p	7	01:00	196.00	100	196.00
30 Mar 2021	EST 157 3/29-4/2 ISSUE C-048 [EST 1597 3/29-4/2 ISSUE C-048 GENERAL] POET_ONTHEROAD_60 7 plays @ 28.00: 8:26a 9:40a 11:41a 1:50p 4:20p 5:10p 6:40p	7	01:00	196.00	100	196.00
31 Mar 2021	EST 157 3/29-4/2 ISSUE C-048 [EST 1597 3/29-4/2 ISSUE C-048 GENERAL] POET_ONTHEROAD_60 7 plays @ 28.00: 9:20a 10:10a 12:13p 3:20p 4:40p 5:10p 6:20p	7	01:00	196.00	100	196.00
01 Apr 2021	EST 157 3/29-4/2 ISSUE C-048 [EST 1597 3/29-4/2 ISSUE C-048 GENERAL] POET_ONTHEROAD_60 7 plays @ 28.00: 8:28a 9:41a 11:40a 1:51p 4:20p 5:40p 6:41p	7	01:00	196.00	100	196.00
02 Apr 2021	EST 157 3/29-4/2 ISSUE C-048 [EST 1597 3/29-4/2 ISSUE C-048 GENERAL] POET_ONTHEROAD_60 7 plays @ 28.00: 8:47a 9:40a 11:10a 1:20p 4:12p 5:20p 6:40p	7	01:00	196.00	100	196.00
29 Apr 2021	30% Agency Commision			-294.00		-294.00
35 spots: 35:00 total air time						

MYA CHRISTENSEN