



2018 General Election Political Rate Card
Gross Rate
:60/:30 Second Announcements

DAY	DAYPART	RATE
Mon-Sun	6a-10a	\$2.98
Mon-Sun	10a-3p	\$2.98
Mon-Sun	3p-7p	\$2.98
Mon-Sun	7p-MID	\$2.98
Mon-Sun	MID-6a	\$1.18

Political Rates for 09/07/18-11/06/18

WMLM-AM
rodk@voyager.net
 8-22-18



4170 N. State Rd. Alma, MI 48801
 Phone: 989-463-4013 Fax: 989-463-4014

Political Disclosure Statement

It is the intention of WMLM to comply fully with all applicable laws and regulations relating to the use of this station by legally qualified candidates for public office. Our policies regarding political broadcasting are designed to meet all legal requirements. However, to the extent permitted by law, WMLM, reserves the right to modify this policy at any time. This policy is provided for general information, and is not intended to be a part of any advertising contract. Any advertising contract is governed by law and by its own terms.

The rates reflected herein are the stations lowest rates for political "uses" (any "positive" appearance of a candidate's identifiable voice and is controlled, sponsored or approved by the candidate or the candidate's authorized campaign committee.) The requirement of a "positive" appearance is meant to exclude disparaging uses of a candidate's voice or picture in ads run by his or her opponents. Also, if a PAC or other independent group runs an ad with a candidate's voice, it will be a "use", but the station will not have to give these advertisers political rates since only ads run in connection with a candidate's campaign are entitled to preferential rates. Such spots will be offered to legally qualified candidates during the 45 day primary period and 60 day period for a general or special election. All other political advertisements, including those spots sponsored by independent political action committees or for non-candidate "issue" advertising, are sold at regular prevailing commercial rates. All rates are gross to the station or are commissionable. At times when the lowest unit charge is not applicable, the charges for use of WJSZ by legally qualified candidates may not exceed the charges made for comparable use of WJSZ by other advertisers.

Spot time is 30 or 60 second announcements for the price indicated. Generally, the earlier an order is placed, the greater the scheduling options available. This time is non-preemptible. Non-preemptible announcements are guaranteed to air at the scheduled time during a set time period, except in the event of unforeseen program changes or technical difficulties. Non-preemptible announcements constitute the highest price class of time. Various packages are also available upon request, however, the lowest unit rate on the station is reflected on our political rate card. The station does sell preemptible time to commercial advertisers but guarantees non-preemptibility to candidates. The station cannot guarantee the time sensitive placement of "make goods", but will use its best efforts to accommodate the needs of the candidate through rescheduling or a credit will be given.

Because the prices of announcements on WMLM may change, the lowest unit charge may also vary during the pre-election period. In the event any legally qualified political candidate is charged in excess of the applicable lowest unit charge, whether because of a post-order change in the applicable lowest unit charge or for any other reason, WMLM will rebate the excess payment to the candidate, or credit that amount toward a further time purchase should the candidate so desire.

All legally qualified federal candidates are entitled to reasonable access to the Station's facilities for the purchase of time during an election campaign. While the Station retains the ultimate discretion to determine the amount and location of time sold to meet the needs of federal candidates, the station will consider any such requests for time and be available to make reasonable accommodations with respect to such requests in light of all relevant circumstances applicable to the candidate and the Station. The Station has no predetermined limitations.

Generally, the Station also sells air time to legally qualified candidates for non-federal public office. However, the Station reserves discretion to determine the amount of advertising that it will sell to state and local candidates. Some of the factors that we consider in making these decisions include the number and importance of state and local races, the constraints imposed by the Station's obligation to afford reasonable access to federal candidates and the availability of inventory. The Station may choose not to sell time at all for certain state and local races or to limit the sale of time to state and local candidates.

All political orders must be accompanied by a signed and completed Agreement Form for Political Candidates. Unless the candidate, the candidate's campaign committee or the candidate's agency has established an acceptable credit history with the Station and will accept full responsibility for all air time and production charges pertaining to the candidate, net cash payment must be received in advance of the broadcast of the first request. All announcements for independent political action committees or issue advertising must be paid in advance at the time the order is placed. All announcements must comply with all sponsorship identification requirements of federal law; if proper identification is not incorporated in the spot, the Station reserves the right to supply the appropriate announcement within the schedule time for the spot.

We maintain a political file of all requests for broadcast time made by or on behalf of candidates for public office, together with appropriate notations showing the disposition made by WMLM of each request, and any charges made if the request was granted. The political file is available for public inspection during regular business hours at WMLM's main studio. We retain the records in our political file for a period of two years. If you have any questions about our political file, please do not hesitate to ask.

WMLM requires a committee association, or group that is purchasing political advertising to furnish WMLM with a list of its chief executive officers, members of its executive committee, or members of its board of directors. Such lists must be furnished before WMLM will grant a request for time. These lists will also be available for public inspection at WMLM's main studio during regular business hours. These records will be retained in the political file for two years.

STATION:	WMLM-AM	ORDER#:	3154904	DATE:	09/27/2018
MARKET:	Unmeasured Market	AMOUNT:	\$53.64	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Non-Rep Local Focus	SPOTS:	18		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
MOD:	Stn Ver: 3 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	4335890
ADVERTISER:	John Moolenaar for Congress	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est.5571 10/3-10/9 Candidate	AGY EST:	5571		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
FLIGHT:	10-03-2018 TO 10/9/2018		[X]Unwired []Spot []Mod		
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 35+		[X]Cash []Trade		
SEC. DEMO:		SPOT TYPE:		LAST SENT:	09/27/2018 15:17

COMMENTS

09/27/2018: This is a revision to add spots and correct rates. DO NOT DOUBLEBOOK. Please confirm TODAY to Joyce.Vordenbaum@GenMediaPartners.com, include your call letters. Or confirm in Radio Exchange if you are setup. Thank you.,

Please send invoices electronically.

Invoices must contain the Estimate number. Please include it within the product line.

THIS IS AN UNWIRED NETWORK ORDER. SEND AFFIDAVITS TO MFS AT THE ADDRESS ABOVE OR ELECTRONICALLY BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; Spot Data: 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.

Rate are agency gross. Station will be billed by Gen Media Partners for 15% commission on the net total. Invoices are due at the end of each broadcast month; even for orders paid in advance.

DAY#1		10/3/2018 To 10/3/2018					TOT \$8.94		TOTAL SPOTS 3			
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
R	1		..W....	6:00AM	10:00AM	60	10/3/2018	10/3/2018	1	\$2.98	\$2.98	
R	2		..W....	10:00AM	3:00PM	60	10/3/2018	10/3/2018	1	\$2.98	\$2.98	
R	3		..W....	3:00PM	7:00PM	60	10/3/2018	10/3/2018	1	\$2.98	\$2.98	

STATION:	WMLM-AM	ORDER#:	3154907	DATE:	09/27/2018
MARKET:	Unmeasured Market	AMOUNT:	\$116.22	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Non-Rep Local Focus	SPOTS:	39		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
MOD:	Stn Ver: 3 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	4335894
ADVERTISER:	John Moolenaar for Congress	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est.5572 10/10-10/16 Candidate	AGY EST:	5572		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
FLIGHT:	10-10-2018 TO 10/16/2018		[X]Unwired []Spot []Mod		
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 35+		[X]Cash []Trade		
SEC. DEMO:		SPOT TYPE:		LAST SENT:	09/27/2018 15:15

COMMENTS

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DAY#1	10/10/2018 To 10/10/2018						TOT \$26.82	TOTAL SPOTS 9			
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
R	1		..W....	6:00AM	10:00AM	60	10/10/2018	10/10/2018	3	\$2.98	\$8.94
R	2		..W....	10:00AM	3:00PM	60	10/10/2018	10/10/2018	3	\$2.98	\$8.94
R	3		..W....	3:00PM	7:00PM	60	10/10/2018	10/10/2018	3	\$2.98	\$8.94

STATION:	WMLM-AM	ORDER#:	3154907	DATE:	09/27/2018
MARKET:	Unmeasured Market	AMOUNT:	\$116.22	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Non-Rep Local Focus	SPOTS:	39	1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401	
MOD:	Stn Ver: 3 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 4335894	
ADVERTISER:	John Moolenaar for Congress	AGY PRD:		INVOICE: MEDIA FINANCIAL SERVICES	
PRODUCT:	Est.5572 10/10-10/16 Candidate	AGY EST:	5572	1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401	
FLIGHT:	10-10-2018 TO 10/16/2018	[X]Unwired []Spot []Mod			
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:09/27/2018 15:15	

DAY#2 **10/11/2018 To 10/11/2018** **TOT \$17.88** **TOTAL SPOTS 6**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
R	1		...T...	6:00AM	10:00AM	60	10/11/2018	10/11/2018	2	\$2.98	\$5.96
R	2		...T...	10:00AM	3:00PM	60	10/11/2018	10/11/2018	2	\$2.98	\$5.96
R	3		...T...	3:00PM	7:00PM	60	10/11/2018	10/11/2018	2	\$2.98	\$5.96

DAY#3 **10/12/2018 To 10/12/2018** **TOT \$26.82** **TOTAL SPOTS 9**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
R	1	F..	6:00AM	10:00AM	60	10/12/2018	10/12/2018	3	\$2.98	\$8.94
R	2	F..	10:00AM	3:00PM	60	10/12/2018	10/12/2018	3	\$2.98	\$8.94
R	3	F..	3:00PM	7:00PM	60	10/12/2018	10/12/2018	3	\$2.98	\$8.94

DAY#6 **10/15/2018 To 10/15/2018** **TOT \$17.88** **TOTAL SPOTS 6**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
R	1		M.....	6:00AM	10:00AM	60	10/15/2018	10/15/2018	2	\$2.98	\$5.96
R	2		M.....	10:00AM	3:00PM	60	10/15/2018	10/15/2018	2	\$2.98	\$5.96
R	3		M.....	3:00PM	7:00PM	60	10/15/2018	10/15/2018	2	\$2.98	\$5.96

STATION:	WMLM-AM	ORDER#:	3154907	DATE:	09/27/2018
MARKET:	Unmeasured Market	AMOUNT:	\$116.22	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Non-Rep Local Focus	SPOTS:	39		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
MOD:	Stn Ver: 3 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	4335894
ADVERTISER:	John Moolenaar for Congress	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est.5572 10/10-10/16 Candidate	AGY EST:	5572		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
FLIGHT:	10-10-2018 TO 10/16/2018	[X]Unwired []Spot []Mod			
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:09/27/2018 15:15	

DAY#7 **10/16/2018 To 10/16/2018** **TOT \$26.82** **TOTAL SPOTS 9**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
R	1		.T.....	6:00AM	10:00AM	60	10/16/2018	10/16/2018	3	\$2.98	\$8.94
R	2		.T.....	10:00AM	3:00PM	60	10/16/2018	10/16/2018	3	\$2.98	\$8.94
R	3		.T.....	3:00PM	7:00PM	60	10/16/2018	10/16/2018	3	\$2.98	\$8.94

TOTAL	Oct											Total
SPOT	39											39
CASH	116.22											116.22
TOTAL	116.22											116.22

STATION:	WMLM-AM	ORDER#:	3154908	DATE:	09/27/2018
MARKET:	Unmeasured Market	AMOUNT:	\$116.22	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Non-Rep Local Focus	SPOTS:	39		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
MOD:	Stn Ver: 3 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	4335896
ADVERTISER:	John Moolenaar for Congress	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	Est.5573 10/17-10/23 Candidate	AGY EST:	5573		1655 Palm Beach Lakes Blvd. Suite 903 WEST PALM BEACH, FL 33401
FLIGHT:	10-17-2018 TO 10/23/2018	[X]Unwired []Spot []Mod			
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:09/27/2018 15:18	

COMMENTS

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DAY#1		10/17/2018 To 10/17/2018					TOT \$26.82			TOTAL SPOTS 9	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
R	1		..W....	6:00AM	10:00AM	60	10/17/2018	10/17/2018	3	\$2.98	\$8.94
R	2		..W....	10:00AM	3:00PM	60	10/17/2018	10/17/2018	3	\$2.98	\$8.94
R	3		..W....	3:00PM	7:00PM	60	10/17/2018	10/17/2018	3	\$2.98	\$8.94

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WJLM AM / Alma / MI

Date:

9-27-18

I, TJ Osborne,

being/on behalf of: Moolenaar for Congress,

a legally qualified candidate of the Republican

political party for the office of: MI-04

in the General

election to be held on: 11/6/2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			<i>As ordered</i>		

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Moolenaar for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kellie Bos

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

9/27/2018

Date

TJ Osborne

Signature

Digitally signed by TJ Osborne
Date: 2018.09.27 10:32:50 -04'00'

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected


Signature


Printed Name


Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, TJ Osborne

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the 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.

the television programming 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.

TJ Osborne

Digitally signed by TJ Osborne
Date: 2018.09.27 10:33:59 -04'00'

signature of candidate or authorized committee

TJ Osborne

printed name

9/27/2018

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.