

# ORDER

**Orders**  
**Order / Rev:** 1264851  
**Alt Order #:**  
**Product Desc:** 2024 April Municipal Election  
**Estimate:**  
**Flight Dates:** 03/19/24 - 04/01/24  
**Original Date / Rev:** 03/18/24 / 03/18/24  
**Order Type:** GENERAL  
**Primary AE:** Mark Mills  
**Sales Office:** L-CMB  
**Sales Region:** Local  
**KFRU-AM**

**Agency**  
**Name:** Meyer, L/N/City Council  
**Buying Contact:**  
**Billing Contact:** Lisa Meyer  
 104 Sea Eagle Drive  
 Columbia, MO 65202  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** Meyer, L/N/City Council  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-50  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	117	\$1,399.95	\$1,399.95
04/01/24	04/01/24	9	\$114.75	\$114.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	117	\$1,399.95	\$1,399.95	0.00
April 2024	9	\$114.75	\$114.75	0.00
<b>Totals</b>	<b>126</b>	<b>\$1,514.70</b>	<b>\$1,514.70</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mark Mills	L-CMB	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KFRUA	03/19/24	04/01/24	M-F AM Drive M-F	CM	6a-10a	33333--	1:00	15	\$12.75	P-50	0.00	NM	30	\$382.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-3333--		12				\$12.75		0.00			
		Week: 03/25/24	03/31/24	33333--		15				\$12.75		0.00			
		Week: 04/01/24	04/07/24	3-----		3				\$12.75		0.00			
N 2	KFRUA	03/19/24	04/01/24	M-F Midday M-F	CM	10a-3p	33333--	1:00	15	\$12.75	P-50	0.00	NM	30	\$382.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-3333--		12				\$12.75		0.00			
		Week: 03/25/24	03/31/24	33333--		15				\$12.75		0.00			
		Week: 04/01/24	04/07/24	3-----		3				\$12.75		0.00			
N 3	KFRUA	03/19/24	04/01/24	M-F PM Drive M-F	CM	3p-7p	33333--	1:00	15	\$12.75	P-50	0.00	NM	30	\$382.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-3333--		12				\$12.75		0.00			
		Week: 03/25/24	03/31/24	33333--		15				\$12.75		0.00			
		Week: 04/01/24	04/07/24	3-----		3				\$12.75		0.00			
N 4	KFRUA	03/19/24	04/01/24	Sa-Su AM Sa-Su	CM	6a-10a	-----33	1:00	6	\$10.20	P-50	0.00	NM	12	\$122.40
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-----33		6				\$10.20		0.00			

Order / Rev: 1264851  
 Alt Order #:  
 Flight Dates: 03/19/24 - 04/01/24

Advertiser: Meyer, L/N/City Council  
 Product Desc: 2024 April Municipal Election  
 Estimate:  
**KFRU-AM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	-----33		6				\$10.20		0.00			
		Week: 04/01/24	04/07/24	-----		0				\$8.50		0.00			
N 5	KFRUA	03/19/24	04/01/24	Sa-Su Midday Sa-Su	CM	10a-3p	-----33	1:00	6	\$10.20	P-50	0.00	NM	12	\$122.40
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-----33		6				\$10.20		0.00			
		Week: 03/25/24	03/31/24	-----33		6				\$10.20		0.00			
		Week: 04/01/24	04/07/24	-----		0				\$0.00		0.00			
N 6	KFRUA	03/19/24	04/01/24	Sa-Su PM Sa-Su	CM	3p-7p	-----33	1:00	6	\$10.20	P-50	0.00	NM	12	\$122.40
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	-----33		6				\$10.20		0.00			
		Week: 03/25/24	03/31/24	-----33		6				\$10.20		0.00			
		Week: 04/01/24	04/07/24	-----		0				\$8.50		0.00			
													Totals	126	\$1,514.70

# ORDER

**Orders**  
**Order / Rev:** 1265073  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** 2024 April Municipal Streaming  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 03/20/24 - 04/01/24 **Primary AE:** Mark Mills  
**Original Date / Rev:** 03/19/24 / 03/19/24 **Sales Office:** L-CMB  
**Order Type:** DIG **Sales Region:** Local

**KFRU-AM Digital**

**Agency**  
**Name:** Meyer, L/N/City Council  
**Buying Contact:** \_\_\_\_\_ **Billing Type:** Cash  
**Billing Contact:** Lisa Meyer **Billing Calendar:** Broadcast  
104 Sea Eagle Drive **Billing Cycle:** EOM/EOC  
Columbia, MO 65202 **Agency Commission:** 0%

**Advertiser**  
**Name:** Meyer, L/N/City Council  
**Demographic:** A25-54 **New Business End:** \_\_\_\_\_  
**Product Codes:** Candidates **Advertiser External ID:** \_\_\_\_\_  
**Revenue Code 1:** DIR **Agency External ID:** \_\_\_\_\_  
**Revenue Code 2:** POL-CAND **Unit Code:** General  
**Revenue Code 3:** POL-LR

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	2	\$43.00	\$43.00
04/01/24	04/01/24	1	\$4.05	\$4.05

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	0	\$43.00	\$43.00	0.00
April 2024	0	\$4.05	\$4.05	0.00
<b>Totals</b>	<b>0</b>	<b>\$47.05</b>	<b>\$47.05</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mark Mills	L-CMB	Local	Start Of Order - End Of Order	100%

**KFRU-AM**

Ln	Start	End	Inventory Code	Imp. Booked	Rate	Rate Type	Amount
N 1	03/20/24	03/24/24	In-Stream Replacement A In-Stream :60 2,000 streaming impressions KFRU	0	\$20.00	Flat Fee	\$20.00
N 2	03/25/24	03/31/24	In-Stream Replacement A In-Stream :60 2,300 streaming impressions KFRU	0	\$23.00	Flat Fee	\$23.00
N 3	04/01/24	04/01/24	In-Stream Replacement A In-Stream :60 405 streaming impressions KFRU	0	\$4.05	Flat Fee	\$4.05
<b>Totals</b>							<b>\$47.05</b>



**Cumulus Radio**  
STATION GROUP™  
A DIVISION OF CUMULUS MEDIA

**Broadcast Order**

**Friends for Lisa Meyer  
L Meyer/N/City Council  
2024 April Municipal**

**NewsTalk 98.9FM/1400AM KFRU: March 19<sup>th</sup>, 2024 to March 24<sup>th</sup>, 2024**

:60's	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am to 10am		3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads(\$10.20)	3 ads(\$10.20)
10am to 3pm		3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads(\$10.20)	3 ads(\$10.20)
3pm to 7pm		3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads(\$10.20)	3 ads(\$10.20)

**54 ads per week/\$642.60 per week**

**2,000 streaming impressions on [www.kfru.com](http://www.kfru.com)/\$20.00 total**

**NewsTalk 98.9FM/1400AM KFRU: March 25<sup>th</sup>, 2024 to March 31<sup>st</sup>, 2024**

:60's	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am to 10am	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads(\$10.20)	3 ads(\$10.20)
10am to 3pm	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads(\$10.20)	3 ads(\$10.20)
3pm to 7pm	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads (\$12.75)	3 ads(\$10.20)	3 ads(\$10.20)

**63 ads per week/\$757.35 per week**

**2,300 streaming impressions on [www.kfru.com](http://www.kfru.com)/\$23.00 total**

**NewsTalk 98.9FM/1400AM KFRU: April 1<sup>st</sup>, 2024**

:60s	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am to 10am	3 ads (\$12.75)						
10am to 3pm	3 ads (\$12.75)						
3pm to 7pm	3 ads (\$12.75)						

**9 ads per week/1 week/\$114.75 per week**

**405 streaming impressions on [www.kfru.com](http://www.kfru.com)/\$4.05 total**

**126 Ads/7,000 streaming impressions/Total investment 2024 - KFRU: \$1,561.75**

  
Lisa Meyer/Candidate                      3/18/24  
Date

  
Mark J. Mills/Cumulus Media Inc                      3/18/2024  
Date

**Scheduling:** Quoted rates and availability are valid for the next 10 days. Client understands that any ad that is missed due to an act of God, incomplete production, or oversell will be made good at Cumulus' discretion during the client-approved flight.

**Billing and Payments:** Political advertising must be paid in advance.

**Termination:** Advertiser acknowledges that the charges for the services provided hereunder are based on a discounted rate and that production cost must be covered in the event of any cancellation prior to the full term. Should Advertiser cancel prior to the full term, Advertiser agrees to give 30 days written notice.

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Lisa Meyer, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Lisa Meyer

Authorized committee: Friends for Lisa Meyer

Agency requesting time (and contact information):

N/A

Candidate's political party: N/A

Office sought (no acronyms or abbreviations):  
City of Columbia 2nd Ward City Council

Date of election: 4/2/2024 Municipal  General  Primary

Treasurer of candidate's authorized committee:  
Allison Lupo

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: <u>LISA Meyer</u>	Name: <u>MARK JULIUS</u>
Date of Request to Purchase Ad Time: <u>3/15/2024</u>	Date of Station Agreement to Sell Time: <u>3/15/2024</u>

**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: 3/15/2024

**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 #: 1264851

Station Call Letters: KFDV AM/FM

Date Received/Requested: 3/18/2024

Est. #:

Station Location: Columbia, Mo

Run Start and End Dates: 3/19 to 4/1/2024

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.