

# CONTRACT



**Townsquare Media Rockford**  
 3901 Brendenwood Road  
 Rockford, IL 61107  
 wopayments4@townsquaremedia.com  
 (815) 399-2233

<u>Contract / Revision</u> 3213845 /		<u>Alt Order #</u> 35759030
<u>Advertiser</u> Richard Irvin for Governor		<u>Original Date / Revision</u> 03/14/22 / 03/14/22
<u>Contract Dates</u> 03/15/22 - 03/21/22	<u>Estimate #</u> 8556	
<u>Product</u> Candidate		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WROK-AM	<u>Account Executive</u> Katz Philadelphia	<u>Sales Office</u> Katz Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> RI12521	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Strategic Media Services**  
 1911 North Fort Myer Drive  
 Suite 400  
 Arlington, VA 22209

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WROK	03/15/22	03/21/22	M-F AM Drive	6:00 AM-10:00 AM		1:00			NM	10	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/15/22	03/21/22	22222--				10	\$51.00			
N 2	WROK	03/15/22	03/21/22	M-F Midday	10:00 AM-3:00 PM		1:00			NM	10	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/15/22	03/21/22	22222--				10	\$51.00			
N 3	WROK	03/15/22	03/21/22	M-F PM Drive	3:00 PM-7:00 PM		1:00			NM	10	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/15/22	03/21/22	22222--				10	\$48.00			
<b>Totals</b>											30	\$1,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/28/22 - 03/21/22	30	\$1,500.00	(\$225.00)	\$1,275.00
<b>Totals</b>	30	\$1,500.00	(\$225.00)	\$1,275.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Neil Williams, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➔

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Richard Irvin	
Authorized committee: Irvin for Illinois	
Agency requesting time (and contact information): <input checked="" type="checkbox"/> Strategic Media Services, Inc.; 4601 N Fairfax Drive; Ste 730; Arlington, VA 22203	
Candidate's political party: Republican	
Office sought (no acronyms or abbreviations): Governor of Illinois	
Date of election: 6/28/22	<input type="checkbox"/> General <input checked="" type="checkbox"/> Primary
Treasurer of candidate's authorized committee: Les Williamson	
<p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(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).</p> <p><b>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</b></p>	
<b>Candidate/Committee/Agency</b>	<b>Station Representative</b>
Signature:	Signature:
Name: Neil Williams	Name:
Date of Request to Purchase Ad Time: 1/20/22	Date of Station Agreement to Sell Time:

**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:

Neil Williams

Date:

1/20/22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: \_\_\_\_\_

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:
Est. #:	Station Location:	Run Start and End Dates:

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.

**Mar 14, 22**  
 CONT# 35759030 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO WROK-AM (Rockford, IL)  
 FM TERRANCE HOUSTON  
 OFF PHILADELPHIA  
 AGY STRATEGIC MEDIA SERVICES  
 ADDR 1911 NORTH FT MYER DRIVE SUITE 400  
 ARLINGTON, VA 22209

DDS CONT# 0  
 C/P/E: / / 8556

SALESPERSON FAX#

PH # 202-337-5700

BYR BEN RHEAULT  
 ADV RICHARD IRVIN FOR GOVERNOR  
 PDT Candidate  
 FLT Mar 15, 22 - Mar 21, 22

\* REP ORDER COMMENT \*

\*\* 3/14/2022 11:34:00 AM: POPULATIONBUYTYPE: CPP.

\*\* 3/14/2022 11:34:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	.T.....	6A - 10A	60	03/15/2022 - 03/15/2022	1D	2	\$51.00	2
	1.2	.T.....	10A - 3P	60	03/15/2022 - 03/15/2022	1D	2	\$51.00	2
	1.3	.T.....	3P - 7P	60	03/15/2022 - 03/15/2022	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$300.00	
		<b>FLIGHT 2</b>							
	2.1	..W....	6A - 10A	60	03/16/2022 - 03/16/2022	1D	2	\$51.00	2
	2.2	..W....	10A - 3P	60	03/16/2022 - 03/16/2022	1D	2	\$51.00	2
	2.3	..W....	3P - 7P	60	03/16/2022 - 03/16/2022	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$300.00	
		<b>FLIGHT 3</b>							
	3.1	...T...	6A - 10A	60	03/17/2022 - 03/17/2022	1D	2	\$51.00	2
	3.2	...T...	10A - 3P	60	03/17/2022 - 03/17/2022	1D	2	\$51.00	2
	3.3	...T...	3P - 7P	60	03/17/2022 - 03/17/2022	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$300.00	
		<b>FLIGHT 4</b>							
	4.1	....F..	6A - 10A	60	03/18/2022 - 03/18/2022	1D	2	\$51.00	2
	4.2	....F..	10A - 3P	60	03/18/2022 - 03/18/2022	1D	2	\$51.00	2
	4.3	....F..	3P - 7P	60	03/18/2022 - 03/18/2022	1D	2	\$48.00	2
					** FLIGHT TOTALS **		6	\$300.00	

Mar 14, 22

CONT# 35759030 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO

DDS CONT# 0  
 C/P/E: / / 8556

<b>FLIGHT 5</b>									
5.1	M.....	6A - 10A	60	03/21/2022 - 03/21/2022	1D	2	\$51.00	2	
5.2	M.....	10A - 3P	60	03/21/2022 - 03/21/2022	1D	2	\$51.00	2	
5.3	M.....	3P - 7P	60	03/21/2022 - 03/21/2022	1D	2	\$48.00	2	
** FLIGHT TOTALS **						6	\$300.00		

	<b>Mar 22</b>						
SPOTS	30						
CASH	1500.00						
TRADE	0.00						
NSL	0.00						
TOTAL	1500.00						

							<b>TOTAL</b>
SPOTS							30
CASH							1,500.00
TRADE							0.00
NSL							0.00
TOTAL							1,500.00

**\*\* Competitive Comments \*\***

SVC: FA99 MSA CustRadio  
 Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.