

Marsha Webb - State Representative



Bob Shields
 Bob.shields@cromwellmedia.com

2024-02-15

AGREEMENT FOR MARSHA WEBB - STATE REPRESENTATIVE **BUDGET 1**

PRODUCTS TARGET		BUDGET
CTV	36,000 Impressions	\$1,800
Targeted Email	1 Send - 20,000 Email Addresses	\$600
Facebook Retargeting	20,000 Impressions	\$400
Monthly Subtotal	\$2,800	
Grand Total For 1 Months	\$2,800	

CLIENT AGREEMENT

February 23 2024 Start Date

March 18 2024 End Date

Marsha Webb - State Representative

Client Name

Marsha Webb Client Signature

New Client: Revision: Add Date: 2/19/2024
 New Order: Change

Efingham Digital - Connected TV - Marketron

Advertiser: Citizens For Marsha Webb
 Agency: P.O. Box 374 Macon, IL 62544
 City, State, Zip: Macon, IL 62544
 Contact: Bob Shields SRep Name / #:
 Customer Type: Local Agency Trade Per Inquiry
 Discount: Y N N %
 Phone: () 217 413-9317 Fax: ()
 email: marshak1994@gmail.com
 Customer Number: 7298 Commission Rate: 20% Pre-Pay
 Contract Number: _____
 Product Code: Political Priority Code: _____
 Co-op Description: _____
 Estimate # / Notes: Primary Feb-Mar 2024 Trade Agreement: NO
 Special Instructions: _____ Co-op: NO Remote: NO

Item	Cart	Desc	Len	Start Date	End Date	Start Time	End Time	Rate	MON	TUES	WED	THURS	FRI	SAT	SUN	Weekly Units	Weeks	Total Units	Total \$
		CTV		2/23/2024	3/18/2024			\$1,800										36,000	\$1,800
-----36,000 Connected TV Impressions-----																			
*CTV Impressions to be delivered to Christian, Effingham, Moultrie & Shelby Counties per client																			
																		Prepaid by Citizens for Marsha Webb on 2/19/24	

Remote Total Units 36,000 Impressions Total Gross \$ _____ Total Net \$ 1,800

This time order represents confirmation of the agreement between Agency/Advertiser and station and is subject to all terms and conditions of AAAA standard contract (and of the master agreement where signed between agency and station). Station agrees to hold and save Agency/Advertiser harmless against all liability resulting from the broadcast of (1) program material except program material furnished by Agency, (2) musical compositions licensed for broadcast by a music licensing organization of which station is a licensee. Agency/Advertiser agrees to hold and save station harmless against all liability except musical compositions licensed as stated above. TERMS: Bills are payable within 10 days after date of our invoice date. Overdue accounts will be subject to a finance charge at the rate of 1 1/2% per month. Advertiser agrees to pay costs of collection including attorney's fees on accounts overdue. The undersigned personally guarantees, unconditionally and at all times, the payment when due of any and all indebtedness of Agency/Advertiser to the station. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

Bob Shields
 Station Representative - The Cromwell Group Inc. of Illinois
 209 Lakeland Blvd., Mattoon/405 S. Banker St., Effingham/PO Box 100, Vandalia
 Phone: 217-235-6624/217-342-4141/616-263-2325
 Fax: 217-235-6624/217-342-4143/618-283-1503

Marsha Webb, candidate for Illinois House of Representatives, 107th District
 Authorized Approved Buyer

Political Advertiser Verification

To run political **display, pre roll, connected TV, OTT and/or streaming audio ads**, complete the following information below.

*Required Information indicated with **

Elections Information

- Will you be running ballot measure ads?* No
- Will you be running candidate election ads? YES If yes, complete Candidate Profile Information below:

Candidate Profile Information

Complete this section with the information for the person/entity that is paying for the ads..

Candidate or Paying Entity Name* Citizens For Marsha Webb

- Is the ad for a federal or state/local election?* State
 - If state, what state?* Illinois
- Who is paying for this ad?* Citizens For Marsha Webb
- Address of the Paying Entity* P.O. Box 374, Macon, IL 62544
- Name of an Executive of the Paying Entity* Carolyn Wagner
- Title of Executive* Treasurer
- Email Address of the Paying Entity* carolynwagners@yahoo.com
- Candidates Campaign Website (*Cannot be a Facebook page*)*
marshawebbforsillinoisstaterepresentative.com
- Provide any other information required by applicable federal or state law, to be included in a legal disclaimer notice for this candidate and/or Political Advertiser
"I'm Marsha Webb, and I approved this message. Paid for by Citizens for Marsha Webb"

Note: If the campaign's landing page is a Facebook page, a separate website as proof of their candidacy is required. Please provide this, along with this form

marshawebbforsillinoisstaterepresentative.com - 107th District - Republican

- **Accepted:** Any non-Facebook domain directly associated with the candidate, their campaign, and/or the political organization/party they are a member of.
- **Not accepted:** A domain that verifies they are a legitimate candidate will not be accepted if it is not directly associated with the candidate and their campaign.

Political Verification

Provide one of the following required forms of verification:*

- Federal Election Commission ID (FEC ID) - *Recommended*
- Employer Identification Number (EIN) 92-3604895

Note: Providing a FEC ID or EIN allows for a quick approval for launch. If neither are provided, the DSP will have to conduct a manual verification. This can take 5 days, or longer, and could delay the launch of the campaign.

Additional Guidelines

- General advocacy campaigns that do not mention any candidates do not require approval.
- If the candidate is representing Maryland, advertisers will be asked for brief descriptions of the audience and geographies that are being targeted.
- If the candidate is representing New York, advertisers will be asked to upload a copy of the independent expenditure committee's state registration certificate.
- If the candidate or ballot measure is representing Washington state, they will be prohibited from running ads. Federal races are still permitted to target Washington state with ads.

INSERTION ORDER | Placed: 2024-02-21 | ID: 17085315472025764596

Proposal Link: Proposal Link

(<http://cromwell.brandcdn.com/rfp/targeting/17079463322025709057>)

Advertiser Name: Citizens for Marsha Webb

Advertiser Industry: Political Candidate State Office

Partner: Cromwell Group - Effingham IL

Order Name: CTV Order ID:

Opportunity Owner: Bob Shields

IO Submitter: Gina Volk

TOTAL BUDGET | \$2,800

PRODUCTS TOTAL BUDGET

CTV \$1,800

TARGETED EMAIL \$600

FACEBOOK RETARGETING \$400

Total \$2,800

CTV

CAMPAIGN: CTV | 2024-02-23 - 2024-03-18 | \$1,800 total budget connected tv

target

DEMOGRAPHICS

GENDER: All

AGE: 18-64

INCOME: All

EDUCATION: All

PARENTING: All

AUDIENCE INTERESTS

BUSINESS & INDUSTRIAL

Agriculture & Forestry

NEWS

Politics

Campaigns & Elections

Political Polls & Surveys

Right-Wing Politics

FAMILY & RELATIONSHIPS

Family

TRACKING SECTION

TRACKING FILE - citizensformarshawebb_vgtsrk1rmuvswgs9/Citizens_for_Marsha_Webb.js

GEOGRAPHIES

Effingham, Illinois - 61911, 61914, 61925, 61928, 61951, 61957, 62075, 62083, 62401, 62411, 62414, 62422, 62431, 62438, 62444, 62447, 62461, 62462, 62463, 62465, 62467, 62473, 62510, 62534, 62544, 62546, 62549, 62550, 62553, 62555, 62556, 62557, 62565, 62567, 62568, 62571

settings

SCHEDULE

Dates Total

Budget Audience Ext.

Impressions Audience Ext.

Budget

2024-02-23 - 2024-02-29 \$504 10,080 \$504

2024-03-01 - 2024-03-18 \$1,296 25,920 \$1,296

totals \$1,800 36,000 \$1,800

CREATIVES

NAME LANDING PAGE FLIGHT DATES

Marsha Webb - IL State Representative CTV || v1

(http://cromwell.brandcdn.com/crtv/get_adset/VFhwck1FOVWVWEZOvkVVOQ==)

https://marshawebbforsillinoisstaterepresentative.com/?utm_source=cromwell&utm_medium=CTV&utm_campaign=CTV All

Additional Products

Targeted Email

Total Budget: \$600 Budget: \$600 Monthly | Term: 1 Months

Facebook Retargeting

Total Budget: \$400 Budget: \$400 Monthly | Term: 1 Months

Owner ID: a33fa3d2ba2