

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Chrissy Meyer, 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: Chrissy Meyer

Agency name: N/A

Address:

Contact:

Phone number:

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: American Heart Association

Address: 7272 Greenville Ave, Dallas, TX 75231

Contact: Chrissy Meyer

Phone number: 605-360-2542

Email: chrissy.meyer@heart.org

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

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

*See Attached.*

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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Chrissy Meyer</i>	Signature: <i>Julie Hein</i>
Name: <i>4-5-2022</i>	Name: <i>Julie Hein</i>
Date of Request to Purchase Ad Time: <i>4-7-2022</i>	Date of Station Agreement to Sell Time: <i>4/5/2022</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 4/5/2022

**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 #:	Station Call Letters: KZIA-FM	Date Received/Requested: 4/4/2022
Est. #:	Station Location: Cedar Rapids, IA	Run Start and End Dates: 4/12-4/21

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.

## Officers

- Raymond P. Vara, Jr.
- Marsha Jones
- Bertram L. Scott
- Donald M. Lloyd-Jones, MD, ScM, FAHA
- Michelle A. Albert, MD, MPH, FAHA
- Mitchell S. V. Elkind, M.D., M.S., FAHA
- Lee Shapiro

## Directors

- Mary Ann Bauman, MD
- Regina M. Benjamin, MD, MBA
- Douglas S. Boyle
- Keith Churchwell, MD, FAHA
- Shawn A. Dennis
- Linda Gooden
- Tom Greco
- Ron W. Haddock
- Robert A. Harrington, MD, FAHA
- Joseph Loscalzo, MD, PhD, FAHA
- Cheryl Pegus, MD, MPH
- Ileana Piña, MD, FAHA
- James J. Postl
- Marcella Roberts, Esq.
- Jorge Saucedo, MD, MBA, FAHA
- Lee Schwamm, MD, FAHA
- Svatí Shah, MD, MS, MHS, FAHA
- John J. Warner, MD, FAHA
- Thomas Pina Windsor



Proposed: 4/5/2022  
 Ph: 1-319-363-2061  
 Fax:

Revised: 4/5/2022 1:13:52 PM  
 Ref: 4535  
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**KZIA**  
 KZIA Inc 1110 26th Ave SW, Cedar Rapids, IA 52404-3430, U.S.A

Client: AMERICAN HEART ASSOCI-SIOUX FALLS

Agency: Direct

Product: POLITICAL

Contact: CHRISSY MEYER

Assistant:

**Campaign Summary**

Demo: A18-49  
 Market: Cedar Rapids  
 Total Occ: 21  
 Aud Source: (1) KZIA  
 Total Ratings: 0.0  
 Total Impressions: 0  
 Total Reach: 0  
 P.O. #:  
 CPP: \$0.00  
 CPM: \$0.00  
 Contract Total: \$2,030.00  
 Total Frequency: 0.0

Number of Weeks: 2

Campaign Dates: 4/11/2022 to 4/17/2022 [1 wk(s)]; 4/18/2022 to 4/24/2022 [1 wk(s)];

Comments: Prime(Rtgs): Mo-Su 6:00 pm-11:30 pm 0%.

**Proposed Schedule**

Days	Hours	Program	Rate(\$)	Rtg	Aud	Len	Apr.	Ttl Occ.
MTWTFSS	06:00 - 19:00	ROS/N 6A-7P MO-SU	\$110.00	0.0	0(1)	0:30	11 18	7
TTh	06:00 - 19:00	ROS/N 6A-7P MO-SU	\$110.00	0.0	0(1)	0:30	7	7
[DSA: T=4, Th=3]								
TTh	06:00 - 19:00	ROS/N 6A-7P MO-SU	\$70.00	0.0	0(1)	0:30	7	7
[DSA: T=4, Th=3]								
Sa	06:00 - 19:00	ROS/N 6A-7P MO-SU						

Source: Estimates, Based on Numeris-NMR Meter Data, Audience in thousands. CPR's based on exact ratings while Display Ratings have been rounded off.



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 Ph: 1-319-363-2061  
 Fax:



KZIA Inc 1110 26th Ave SW, Cedar Rapids, IA 52404-3430, U.S.A

Revised: 4/5/2022 1:13:52 PM  
 Ref: 4535  
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Client: AMERICAN HEART ASSOCI-SIOUX FALLS

Agency: Direct

AE: HEIN, JULIE

Product: POLITICAL

Contact: CHRISSY MEYER

Assistant:

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Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
4/11/2022	14	0.0	0%	\$90.00	0.0	0	\$0.00	\$0.00	.00	.0	\$1,260.00	\$1,260.00
4/18/2022	7	0.0	0%	\$110.00	0.0	0	\$0.00	\$0.00	.00	.0	\$770.00	\$770.00
<b>Total</b>	<b>21</b>	<b>0.0</b>	<b>0%</b>	<b>\$96.67</b>	<b>0.0</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0</b>	<b>.0</b>	<b>\$2,030.00</b>	<b>\$2,030.00</b>
Agency Commission												\$0.00
Total Net												\$2,030.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Date

Signature of Sales Rep

Date

Signature of Sales Manager

Date