

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Dan Proft, 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:**

Agency name: Vail and Associates

Address: 1187 Wilmette Ave, Wilmette, IL 60091

Contact: Rob Vail

Phone number: (847) 421-8287

Email: rangera71@aol.com

**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: People Who Play By The Rules PAC

Address: 467 Conner Ave Naples, FL 34108

Contact: Dan Proft

Phone number: (312) 446-6488

Email: dan@danproft.com

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):**

*Dan Proft - Chair*  
*Dan Proft - Treasurer*

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: 	Signature: <i>Rachel Thursby</i>
Name: <i>Daniel K. Kraft</i>	Name: Rachel Thursby
Date of Request to Purchase Ad Time: 04/08/2022	Date of Station Agreement to Sell Time: 5/20/22

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 5/9/22

**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 #: 632056	Station Call Letters: WERV-FM	Date Received/Requested: 5/20/22
Est. #: PAC52322	Station Location: Aurora, IL	Run Start and End Dates: 5/23/22-5/29/22

**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.

**May 20, 22**  
 CONT# 35921691 Mod# Ver# 1 (Last = )  
 REP Katz Group Sales  
 TO WERV-FM (Chicago, IL)  
 FM LIZ RYCKMAN  
 OFF CHICAGO  
 AGY Katz Group Sales  
 ADDR 125 West 55th Street 3rd Floor  
 New York, NY 10019  
  
 BYR Helen Hanratty1  
 ADV PEOPLE WHO PLAY BY THE RULES PAC  
 PDT People Who Play By The Rules PAC 5.23.22  
 FLT May 23, 22 - May 29, 22

DDS CONT# 0  
 C/P/E: NA / NA / PAC52322  
  
 SALESPERSON FAX#  
  
 PH #

**\* REP ORDER COMMENT \***

**\*\* 5/20/2022 2:03:00 PM: \*\* ALL POLITICAL/ISSUE ORDERS MUST HAVE 30 MINUTE SPOT SEPARATION  
 \*\*ORDERS MUST RUN AS SCHEDULED \*\* MAKEGOODS MUST HAVE WRITTEN APPROVAL \*\* CREDITS  
 WILL BE TAKEN FOR ANY MISSED/LOW CHARGE SPOTS THAT IS EQUIVALENT TO THE STATION'S  
 NEGOTIATED CPP \*\* FAIR AND EQUAL ROTATION IS EXPECTED \*\* \* \* \* \* \*THIS AGENCY HAS PAID KATZ  
 CIA VIA CREDIT CARD - WHEN AN AGENCY PAYS KATZ MEDIA VIA CREDIT CARD, THERE IS A  
 CUSTOMARY CREDIT CARD CHARGE ASSOCIATED WITH THE PAYMENT WHICH WILL BE CHARGED BACK  
 TO THE STATIONS. \*\*PROOF OF PAYMENT, SPOT & NAB FORM WILL BE SENT VIA EMAIL ASAP\*\* PLEASE  
 CONFIRM ORDER IN SYSTEM. THANK YOU!  
 \*\* 5/20/2022 2:03:00 PM: \*\*THIS IS A NEW ORDER. PLEASE CONFIRM WITHIN 24 HOURS. PLEASE CONTACT  
 ME WITH ANY QUESTIONS. KRISTIN.OHLENDORF@KATZMEDIA.COM \*\*  
 \*\* 5/20/2022 2:03:00 PM: THIS IS A KATZ GROUP SALES ORDER. ALL BILLING SHOULD BE SENT TO KATZ  
 GROUP SALES/125 W 55TH ST./NY,NY 10019 KATZ MEDIA GROUP IS NOT LIABLE FOR PAYMENT**

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	MTWTF..	6A - 10A	60	5/23/2022 - 5/27/2022	1W	4	\$36.00	4
	1.2	MTWTF..	10A - 3P	60	5/23/2022 - 5/27/2022	1W	4	\$36.00	4
	1.3	MTWTF..	3P - 7P	60	5/23/2022 - 5/27/2022	1W	4	\$36.00	4
	1.4	.....S.	6A - 7P	60	5/28/2022 - 5/28/2022	1W	2	\$29.00	2
	1.5	.....S	6A - 7P	60	5/29/2022 - 5/29/2022	1W	2	\$29.00	2
					<b>** WEEKLY FLIGHT TOTALS **</b>		16	\$548.00	

	May 22					
SPOTS	16					
CASH	548.00					
TRADE	0.00					
NSL	0.00					
TOTAL	548.00					

May 20, 22

CONT# 35921691 Mod# Ver# 1 (Last = )  
REP Katz Group Sales

DDS CONT# 0  
C/P/E: NA / NA / PAC52322

						<b>TOTAL</b>
SPOTS						16
CASH						548.00
TRADE						0.00
NSL						0.00
TOTAL						548.00

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

SVC:

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.

# ORDER



**Orders**  
**Order / Rev:** 632056  
**Alt Order #:** 35921691  
**Product Desc:** People Who Play by the Rules PAC  
**Estimate:** PAC52322  
**Flight Dates:** 05/23/22 - 05/29/22  
**Original Date / Rev:** 05/20/22 / 05/20/22  
**Order Type:** TRANSACTIONAL

**WERV-FM**  
**Primary AE:** Christal Chicago  
**Sales Office:** N-CHR  
**Sales Region:** National

**Agency Name:** Katz Media Group  
**Buying Contact:**  
**Billing Contact:**  
 125 W 55th Street  
 New York, NY 10019

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL22/People Who Play By The Rules  
**Demographic:** HH  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** Agency Business  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political Issue  
**Priority:** P-03

**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
04/25/22	05/29/22	16	\$548.00	\$465.80

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	16	\$548.00	\$465.80	0.00
<b>Totals</b>	<b>16</b>	<b>\$548.00</b>	<b>\$465.80</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christal Chicago			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	WERV	05/23/22	05/29/22	Mo-Fr AM Mo-Fr 6a-10a	CM	6a-10a	MTWTF--	1:00	4	\$36.00	P-03	0.00	NM	4	\$144.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/22	05/29/22	MTWTF--					4	\$36.00		0.00			
N 2	WERV	05/23/22	05/29/22	Mo-Fr Midday Mo-Fr 10a-3p	CM	10a-3p	MTWTF--	1:00	4	\$36.00	P-03	0.00	NM	4	\$144.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/22	05/29/22	MTWTF--					4	\$36.00		0.00			
N 3	WERV	05/23/22	05/29/22	Mo-Fr PM Mo-Fr 3p-7p	CM	3p-7p	MTWTF--	1:00	4	\$36.00	P-03	0.00	NM	4	\$144.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/22	05/29/22	MTWTF--					4	\$36.00		0.00			
N 4	WERV	05/28/22	05/28/22	Sa-Su Prime Time Sa-Su 6a-7p	CM	6a-7p	-----2-	1:00	2	\$29.00	P-03	0.00	NM	2	\$58.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/22	05/29/22	-----2-					2	\$29.00		0.00			
N 5	WERV	05/29/22	05/29/22	Sa-Su Prime Time Sa-Su 6a-7p	CM	6a-7p	-----2	1:00	2	\$29.00	P-03	0.00	NM	2	\$58.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/23/22	05/29/22	-----2					2	\$29.00		0.00			
													<b>Totals</b>	<b>16</b>	<b>\$548.00</b>