

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KVAL-TV Eugene, OR	<b>Date:</b> 4/3/17
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I, nonbox, 5331 SW Macadam Avenue, Suite #354, Portland OR 97239  
do hereby request station time concerning the following issue:

Taxes
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	see	schedule			
See order # 731213					

This broadcast time will be used by: Priority Oregon

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priority Oregon  
P.O. Box 820091  
Portland, OR 97282

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Erica Hetfeld-Hagedorn - Executive Director



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

4/3/17

Date

Cindy Murphy

Signature

Digitally signed by Cindy Murphy  
Date: 2017.04.03 10:28:33 -05'00'

414-367-2133

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Janice Halke  
Signature

Janice Halke  
Printed Name

RSA  
Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.**



Brand: Priority Oregon  
Product: Priority Oregon  
Campaign: 2017T Oregon 0405

## Station Order

nonbox

Market: EUGENE  
Station: KVAL  
Station Contact: Shepard Ritzen

Estimate No.: POR-0405  
Rev #: 1  
Flight From: 04/05/2017 to 04/11/2017

Buyer Name: Cindy Murphy  
Sweeps: Manual Ratings  
Acq. Order No.: 8297  
WS Order No.: 9304

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross								
				Rate/ Total	Apr 05	Apr 06	Apr 07	Apr 08	Apr 09	Apr 10	Apr 11	Total Spots
1	MTWRF-- 06:00A-07:00A Comment: NIELSEN	EM 30	6A NEWS	\$60.00 \$300.00	1	1	1	.	.	1	1	5
2	MTWRF-- 07:00A-09:00A	EM 30	CBS MORNING	\$80.00 \$400.00	1	1	1	.	.	1	1	5
3	MTWRF-- 05:00P-05:30P	EN 30	5P NEWS	\$200.00 \$400.00	1	1	.	.	.	.	.	2
4	MTWRF-- 06:00P-06:30P	EN 30	6P NEWS	\$185.00 \$555.00	.	.	1	.	.	1	1	3
5	MTWRF-- 07:00P-07:30P	PA 30	JEOPARDY	\$300.00 \$900.00	1	1	.	.	.	1	.	3
6	MTWRF-- 11:00P-11:35P	LN 30	11P NEWS	\$150.00 \$450.00	1	1	1	.	.	.	.	3
7	-----Su 07:00A-08:30A	EM 30	CBS SUN AM	\$175.00 \$175.00	.	.	.	.	1	.	.	1



**Station Order**  
EUGENE - TV

Station: KVAL

Advertiser: Priority Oregon

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Apr 05	Apr 06	Apr 07	Apr 08	Apr 09	Apr 10	Apr 11	Total Spots
				Rate/ Total									
8	-----Su	EN	6P NEWS SUN	\$175.00						1			1
	06:00P-06:30P	30		\$175.00									
				\$3,355.00		5	5	4		2	4	3	23

Month	Spots	Station Gross Dollars
Apr	23	\$3,355.00
	23	\$3,355.00

Comments

Station Remarks:  
nonbox Portland  
5331 SW Macadam Avenue  
Suite #354  
Portland OR 97239

By: \_\_\_\_\_