

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Crossroads Media,

being/on behalf of: Ryan for Congress,

a legally qualified candidate of the Republican

political party for the office of: U.S. Congress

in the Primary

election to be held on: August, 9th 2016

do hereby request station time as follows:

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

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

I represent that the payment for the above described broadcast time has been furnished by:

Ryan for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Paul Mair - Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

07/19/2016

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

M. H. Almirant

  
Printed Name

GSM

  
Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Crossroads Media

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the 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.

☐ the television programming 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.



**signature of candidate or authorized committee**

Crossroads Media

**printed name**

07/19/2016

**date**

\*\*\*Any handwritten information included on this form was not provided by the agency and was included without their knowledge or consent. \*\*\*

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

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

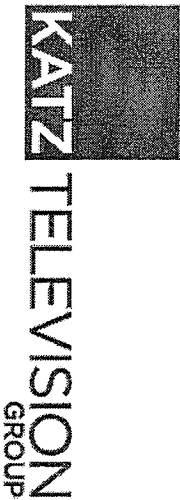
**Attach proposed schedule with charges (if available):**

### 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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.



125 West 55th St  
New York, NY 10019

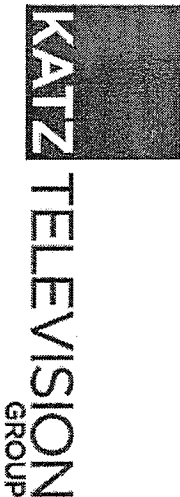
<b>Contract #</b> 25247280		<b>Changes as of:</b> 7/15/2016 at 10:52 AM		<b>Version:</b> Original Order	
<b>CPE:</b> 11/23/3156		<b>Flight:</b> 7/19/16 - 7/25/16		<b>Total \$:</b> \$6,250.00	
<b>Agency:</b> Crossroads Media LLC		<b>Advertiser:</b> RYAN, PAUL		<b>Total Spots:</b> 18	
<b>WILSON GRAND C/O</b>		<b>Product:</b> Ryan for Congress		<b>Total CPP:</b> \$0.00	
<b>CROSSROADS MED</b>					
<b>WILSON GRAND 66</b>					
<b>CANAL CENTER</b>					
<b>PLAZA, SUITE 555</b>					
<b>ALEXANDRIA VA</b>					
<b>22314</b>					
<b>Station:</b> WMSN		<b>Market:</b> Madison			
<b>Office:</b> WASHINGTON					

Comments: Separation: 30

<b>Agency Order #:</b> 5210366	<b>Primary Demo:</b>
<b>Buyer:</b> Heck, Pat	<b>Con Type:</b> POLITICAL/NOTE
<b>Salesperson:</b> JAMES SCUTARI	<b>Assistant:</b> JAMES SCUTARI
202-955-5342	202-955-5342

**Total GRP:**  
**Separation:**

#	Day/Time	DP	Program	Rate	Len	7/19 - 7/25							Total Spots	Total \$	CPP	GRP
						7/19	7/20	7/21	7/22	7/23	7/24	7/25				
1	Tu-F M 9p-9:30p		FOX 47 NEWS AT 9	\$500.00	30	1	0	1	1	0	0	1	4	\$2,000.00	\$0.00	0.0
2	Tu-F M 8:30p-10p		FOX 47 NEWS AT 9	\$300.00	30	0	1	0	1	0	0	1	3	\$900.00	\$0.00	0.0
3	Tu-F M 10p-10:30p		MODERN FAMILY	\$200.00	30	1	1	1	1	0	0	1	5	\$1,000.00	\$0.00	0.0
4	Tu-F M 10:30p-11p		MIKE AND MOLLY	\$175.00	30	1	0	0	0	0	0	1	2	\$350.00	\$0.00	0.0
5	Tu 7p-10p		FOX MLB ALL STAR GAME	\$1,000.00	30	1	0	0	0	0	0	0	1	\$1,000.00	\$0.00	0.0
6	Sa 9p-9:30p		FOX NEWS AT 9PM	\$200.00	30	0	0	0	0	1	0	0	1	\$200.00	\$0.00	0.0
7	Sa 9:30p-10p		FOX NEWS AT 9PM	\$200.00	30	0	0	0	0	1	0	0	1	\$200.00	\$0.00	0.0
8	Su 9p-9:30p		FOX NEWS AT 9PM	\$600.00	30	0	0	0	0	0	1	0	1	\$600.00	\$0.00	0.0
<b>TOTALS:</b>						4	2	2	3	2	1	4	18	\$6,250.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25247280		<b>Changes as of:</b> 7/15/2016 at 10:52 AM		<b>Version:</b> Original Order	
<b>CPE:</b> 111/237/3156		<b>Flight:</b> 7/19/16 - 7/25/16		<b>Station:</b> WMSN	
<b>Agency:</b> Crossroads Media LLC		<b>Advertiser:</b> RYAN, PAUL		<b>Market:</b> Madison	
<b>WILSON GRAND C/O</b>		<b>Product:</b> Ryan for Congress		<b>Office:</b> WASHINGTON	
<b>WILSON GRAND 66</b>					
<b>CANAL CENTER</b>					
<b>PLAZA, SUITE 555</b>					
<b>ALEXANDRIA VA</b>					
<b>22314</b>					
<b>Agency Order #:</b> 5210366		<b>Buyer:</b> Heck, Pat		<b>Primary Demo:</b>	
<b>Salesperson:</b> JAMES SCUTARI		<b>202-955-5342</b>		<b>Con Type:</b> POLITICAL/NOTE	
				<b>Assistant:</b> JAMES SCUTARI	
				<b>202-955-5342</b>	
				<b>Total GRP:</b>	
				<b>Separation:</b>	
				<b>Total Spots:</b> 18	
				<b>Total CPE:</b> \$0.00	

Special Instructions	
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Date/Time	Added by	Comment
07/15/16 11:44 AM	JAMES SCUTARI	Separation: 30

Competitive Information	
Market Budget:	\$48,077
WMSN Share:	13%
Comment:	
WISC:	35%
WKOW:	16%
WMTV:	36%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	18	\$6,250.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>18</b>	<b>\$6,250.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Jul	18	\$6,250.00
<b>Total</b>	<b>18</b>	<b>\$6,250.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot#	Spot: \$ Chg Contract \$ Comment
Queued for Electronic Contracting	7/15/16 11:44 AM				\$0
New	7/15/16 10:52 AM	JAMES SCUTARI	New	18	\$6,250.00 \$6,250.00

Non-Discrimination Policy: PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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 MEDIA GROUP (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.



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

# Contract # 2576054

Schedule Dates 07/19/16-07/25/16  
Advertiser Paul Ryan For Congress-R (32996)  
Agency Crossroads Media-Alexandria (2097)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand 111/237/3156 (848434)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Patti Heck,  
Phone/Fax /  
CPE 111/237/3156  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments Ryan for Congress  
Separation: 30 JAMES SCUTARI

Date Entered 07/15/16  
Last Modified 07/20/16  
Entered By Kelli Witzigreuter  
CO-OP No  
Headline # ECR25247280  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$937.50  
Net Total \$5,312.50  
Sales Tax

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Jul. 2016	21	\$6,250.00
<b>Grand Total:</b>	<b>21</b>	<b>\$6,250.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	07/25/16-07/25/16	3	:30	9P- News-FOX 47 News At 9	1	1							1	\$500.00	\$500.00	Madison (WMSN)	FOX 47 NEWS AT 9	7/15/16
2.0	Normal Line / News (2)	07/20/16-07/20/16	3	:30	9-30P- News-FOX 47 News At 9			1						1	\$300.00	\$300.00	Madison (WMSN)	FOX 47 NEWS AT 9	7/15/16
3.0	Normal Line / News (2)	07/22/16-07/22/16	3	:30	9-30P- News-FOX 47 News At 9					1				1	\$300.00	\$300.00	Madison (WMSN)	FOX 47 NEWS AT 9	7/15/16
4.0	Normal Line / News (2)	07/25/16-07/25/16	3	:30	9-30P- News-FOX 47 News At 9	1	1							1	\$300.00	\$300.00	Madison (WMSN)	FOX 47 NEWS AT 9	7/15/16
5.0	Normal Line / SPOT (3)	07/19/16-07/19/16	3	:30	10P- Modern Family 2			1						1	\$200.00	\$200.00	Madison (WMSN)	MODERN FAMILY	7/15/16
6.0	Normal Line / SPOT (3)	07/20/16-07/20/16	3	:30	10P- Modern Family 2			1						1	\$200.00	\$200.00	Madison (WMSN)	MODERN FAMILY	7/15/16
7.0	Normal Line / SPOT (3)	07/21/16-07/21/16	3	:30	10P- Modern Family 2				1					1	\$200.00	\$200.00	Madison (WMSN)	MODERN FAMILY	7/15/16
8.0	Normal Line / SPOT (3)	07/22/16-07/22/16	3	:30	10P- Modern Family 2					1				1	\$200.00	\$200.00	Madison (WMSN)	MODERN FAMILY	7/15/16
9.0	Normal Line / SPOT (3)	07/25/16-07/25/16	3	:30	10P- Modern Family 2			1						1	\$200.00	\$200.00	Madison (WMSN)	MODERN FAMILY	7/15/16
10.0	Normal Line / SPOT (4)	07/19/16-07/19/16	3	:30	10-30P- 2 Broke Girls			1						1	\$175.00	\$175.00	Madison (WMSN)	MIKE AND MOLLY	7/15/16
11.0	Normal Line / SPOT (4)	07/25/16-07/25/16	3	:30	10-30P- 2 Broke Girls		1							1	\$175.00	\$175.00	Madison (WMSN)	MIKE AND MOLLY	7/15/16
12.0	Normal Line / News (1)	07/20/16-07/20/16	3	:30	9P- News-FOX 47 News At 9			1						1	\$500.00	\$500.00	Madison (WMSN)	NEWS	7/15/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
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Product POLITICAL CANDIDATE (ns) (1186)  
Brand 111/237/3156 (848434)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Pat/Hack,  
Phone/Fax /  
CPE 111/237/3156  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments Ryan for Congress  
Separation: 30 JAMES SCUTARI

Date Entered 07/15/16  
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Headline # ECR25247280  
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Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$937.50  
Net Total \$5,312.50  
Sales Tax

**Madison (WMSN)**  
By Broadcast Month  
Jul. 2016 21 Spots \$6,250.00  
Grand Total: 21 \$6,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (6)	07/23/16-07/23/16	3	:30	9p- News-FOX 47 News At 9							1		1	\$200.00	\$200.00	Madison (WMSN)	FOX NEWS AT 9PM	7/15/16
14.0	Normal Line / News (7)	07/23/16-07/23/16	3	:30	9:30p- News-FOX 47 News At 9							1		1	\$200.00	\$200.00	Madison (WMSN)	FOX NEWS AT 9PM	7/15/16
14.0.1	Closed Preempt (7)	07/23/16															Madison (WMSN)	Program Change/Exception - Inside the huddle	
15.0	Normal Line / News (8)	07/24/16-07/24/16	2	:30	9p- News-FOX 47 News At 9								1	1	\$600.00	\$600.00	Madison (WMSN)	FOX NEWS AT 9PM	7/15/16
16.0	Normal Line / News (1)	07/19/16-07/19/16	3	:30	9p- News-FOX 47 News At 9			1						1	\$500.00	\$500.00	Madison (WMSN)	FOX 47 NEWS AT 9	7/15/16
17.0	Normal Line / News (1)	07/21/16-07/21/16	3	:30	9p- News-FOX 47 News At 9				1					1	\$500.00	\$500.00	Madison (WMSN)	FOX 47 NEWS AT 9	7/15/16
18.0	Normal Line / News (1)	07/22/16-07/22/16	3	:30	9p- News-FOX 47 News At 9					1				1	\$500.00	\$500.00	Madison (WMSN)		7/15/16
19.0	Normal Line / News (2)	07/19/16-07/19/16	3	:30	9:30p- News-FOX 47 News At 9			1						1	\$300.00	\$300.00	Madison (WMSN)	NEWS	7/15/16
20.0	Normal Line / News (9)	07/24/16-07/24/16	3	:30	8a- FOX-FOX News Sunday								1	1	\$150.00	\$150.00	Madison (WMSN)	NEWS	7/15/16
21.0	Normal Line / SPOT (10)	07/19/16-07/19/16	3	:30	4:30a- Ag Day			1						1	\$50.00	\$50.00	Madison (WMSN)	AG	7/15/16
22.0	M/G For 14.0.1 / News (6)	07/23/16-07/23/16	3	:30	9p- News-FOX 47 News At 9							1		1	\$200.00	\$200.00	Madison (WMSN)	FOX NEWS AT 9PM	7/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/rp=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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