

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, 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:

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:

Address:

Contact:

Phone number:

Email:

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.):

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.

Advertiser/Sponsor

Signature:

Stephen J. Hill

Name:

Date of Request to Purchase Ad Time:

Station Representative

Signature:

Mike Zender

Name:

Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☐ Yes ☐ No Date ad received: _____

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:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

Put MI First WFDF-AM 9/27 - 10/3

9/26/2022

Client: Put MI First
Media: Radio
Product: Issue
Flight Date: 09/27/2022 - 10/03/2022
Market/System: DETROIT BLACK

Survey: Apr22 MSA CustRadio Black

# of SPOTS PER DAY												Total Spots	STN Gross Cost
Station	Format	Day	Time	Program	9/27 9/27	9/28 9/28	9/29 9/29	9/30 9/30	10/1 10/1	10/2 10/2	10/3 10/3		
WFDF-AM	Talk	M-F	6:00a- 9:00a		1	0	1	1	0	0	1	4	\$50.00
	Talk	M-F	9:00a- 2:00p		0	1	0	1	0	0	1	3	\$40.00
	Talk	M-F	2:00p- 7:00p		1	0	1	0	0	0	1	3	\$50.00
	Talk	M-F	7:00p-10:00p		0	1	0	1	0	0	1	3	\$40.00
	Talk	Sa-Su	6:00a- 2:00p		0	0	0	0	2	2	0	4	\$30.00
	Talk	Sa-Su	2:00p-12:00a		0	0	0	0	1	1	0	2	\$30.00
Station Total:												19	\$770.00
Spots Per Week					2	2	2	3	3	3	4	19	

SCHEDULE TOTALS

TOTAL SPOTS: 19
TOTAL COST: \$770.00
TOTAL Adults 25+ Reach Pct/Frequency: 69.0%/0.0

CONTRACT



WFDF
20733 W Ten Mile
Southfield, MI 48075
(586) 790-3838

<u>Contract / Revision</u> 5664 /		<u>Alt Order #</u>
<u>Advertiser</u> Put MI First		<u>Original Date / Revision</u> 09/26/22 / 09/26/22
<u>Contract Dates</u> 09/27/22 - 10/03/22	<u>Estimate #</u>	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFDF	<u>Account Executive</u> Per Inquiry	<u>Sales Office</u> Spot Radio Sale
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u> 9914019	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Sage Media Planning & Placement
Attention: Bobby Mushroe
1322 G Street SE
Washington, DC 20003

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	910AM	09/27/22	10/03/22	M-SU 12a-12a	6:00 AM-9:00 AM		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/26/22	10/02/22	- 1- 11--				3	\$50.00			
	Week:	10/03/22	10/09/22	1-----				1	\$50.00			
N 2	910AM	09/27/22	10/03/22	M-SU 12a-12a	9:00 AM-2:00 PM		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/26/22	10/02/22	-- 1- 1--				2	\$40.00			
	Week:	10/03/22	10/09/22	1-----				1	\$40.00			
N 3	910AM	09/27/22	10/03/22	M-SU 12a-12a	2:00 PM-7:00 PM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/26/22	10/02/22	- 1- 1---				2	\$50.00			
	Week:	10/03/22	10/09/22	1-----				1	\$50.00			
N 4	910AM	09/27/22	10/03/22	M-SU 12a-12a	7:00 PM-10:00 PM		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/26/22	10/02/22	-- 1- 1--				2	\$40.00			
	Week:	10/03/22	10/09/22	1-----				1	\$40.00			
N 5	910AM	09/27/22	10/03/22	M-SU 12a-12a	6:00 AM-2:00 PM		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/26/22	10/02/22	----- 22				4	\$30.00			
	Week:	10/03/22	10/09/22	-----				0	\$0.00			
N 6	910AM	09/27/22	10/03/22	M-SU 12a-12a	2:00 PM-12:00 XM		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/26/22	10/02/22	----- 11				2	\$30.00			
	Week:	10/03/22	10/09/22	-----				0	\$0.00			
Totals											19	\$770.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. If there are any issues with program airings such as: a missed air, wrong tape air, preemption or any other issues related to programming, your credit must be presented and used within 60 days of the occurrence.

If cancelled for non payment, a four week cancellation fee will be added to your balance along with a 35% upcharge. The 35% charge is based on the outstanding balance. If telecast is removed from the on air schedule due to non or late payment, you will still be responsible for payment of said telecast(s).

In the event you pay cash in advance and want to cancel, no cash refund will be given; we will continue to air your program and apply your payment(s) accordingly.

TERMS: CASH IN ADVANCE



WFDF
20733 W Ten Mile
Southfield, MI 48075
(586) 790-3838

<u>Contract / Revision</u> 5664 /		<u>Alt Order #</u>
<u>Advertiser</u> Put MI First		<u>Original Date / Revision</u> 09/26/22 / 09/26/22
<u>Contract Dates</u> 09/27/22 - 10/03/22	<u>Product</u> Issue	<u>Estimate #</u>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/22 - 10/03/22	19	\$770.00	(\$115.50)	\$654.50
Totals	19	\$770.00	(\$115.50)	\$654.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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