

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Cindy Murphy, 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: **CBQ Media LLC**

Address: **1434 S 79th Street West Allis WI 53214**

Contact: **Cindy Murphy**

Phone number: **414-379-6287**

Email: **cindy@cbqmedia.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: **Wisconsin Alliance for Reform**

Address: **10 E Doty Street Ste 800 Madison WI 53701**

Contact:

Phone number:

Email: **rj@johnsonjordahl.com**

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

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

Eric O'Keefe Treasurer and Board Member  
Kim Gordon Board Member  
Randy Melchert Board Mneber

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	Station Representative
Signature: <b>Cindy Murphy</b> <small>Digitally signed by Cindy Murphy Date: 2022.10.07 08:36:19 -05'00'</small>	Signature: <i>Sarah Pugliese</i>
Name: Cindy Murphy	Name: <i>Sarah Pugliese</i>
Date of Request to Purchase Ad Time: <b>10/7/22</b>	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: 10/10/22

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):  
 \_\_\_\_\_

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:  
 \_\_\_\_\_

Contract #: <i>500224</i>	Station Call Letters: <i>Kbal-am</i>	Date Received/Requested:
Est. #: <i>prepay</i>	Station Location: <i>Duluth</i>	Run Start and End Dates: <i>10/11/22-10/17/22</i>

**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.



ADVERTISER: Wisconsin Alliance for Reform  
 CAMPAIGN: WI AD73 FALL ISSUE  
 STATION: KDAL-AM  
 SCHEDULE DATES: 10/11-10/17/2022

MARKET: NW Wisconsin/Duluth  
 ORD #: WARA73-1011-17-KDALA  
 ATT: mike.rasmusson@mwcadvertising.com

CBQ Media LLC  
 CINDY MURPHY  
[cindy@cbqmedia.com](mailto:cindy@cbqmedia.com)

<u>Time</u>	<u>Days</u>	<u>Program</u>	<u>DP</u>	<u>Gross Rate</u>	<u>Length</u>	<u>11-Oct</u>	<u>12-Oct</u>	<u>13-Oct</u>	<u>14-Oct</u>	<u>15-Oct</u>	<u>16-Oct</u>	<u>17-Oct</u>	<u>Total Spots</u>	<u>Total Gross Cost</u>							
6a-7p	M-F	Daytime Rotator	DAY	\$ 47.00	:60	9	9	9	9	9	0	9	45	\$ 2,115.00							
<b>TOTALS</b>													<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>9</b>	<b>45</b>	<b>\$ 2,115.00</b>

PLEASE ROTATE SPOTS EVENLY THROUGHOUT DAYPART

NET \$ DUE: \$1,797.75

# ORDER



**Orders**  
**Order / Rev:** 566224  
**Alt Order #:**  
**Product Desc:** WI AD73 FAIL WARA73-1011-17-Kdala  
**Estimate:** Prepay CC  
**Flight Dates:** 10/11/22 - 10/17/22  
**Original Date / Rev:** 10/07/22 / 10/07/22  
**Order Type:** GENERAL

**KDAL-AM**  
**Primary AE:** Mike Rasmusson  
**Sales Office:** DULTH  
**Sales Region:** Local

**Agency**  
**Name:** CBQ Media LLC  
**Buying Contact:** Cindy Murphy  
**Billing Contact:**  
 1434 S 79th St  
 West Allis, WI 53214

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

**Advertiser**  
**Name:** Wisconsin Alliance for Reform (A)  
**Demographic:** HH  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** SEL

**New Business End:** 09/10/23  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:35:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/17/22	45	\$2,115.00	\$1,797.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	45	\$2,115.00	\$1,797.75	0.0
<b>Totals</b>	<b>45</b>	<b>\$2,115.00</b>	<b>\$1,797.75</b>	<b>0.0</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Rasmusson			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	KDAL	10/11/22	10/17/22	M-F 6a-7p M-F 6a-7p	CM	6a-7p	9999--	1:00	45	\$47.00	150	0.00	NM	45	\$2,115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/22	10/16/22	-9999--		36				\$47.00		0.00			
		Week: 10/17/22	10/23/22	9-----		9				\$47.00		0.00			
													<b>Totals</b>	<b>45</b>	<b>\$2,115.00</b>