

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 Mmember		
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:		<input checked="" type="checkbox"/> 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:		<input checked="" type="checkbox"/> 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: Cindy Murphy <small>Digitally signed by Cindy Murphy Date: 2022.09.21 16:32:16 -05'00'</small>	Signature: <i>Sarah Pugliese</i>
Name: Cindy Murphy	Name: <i>Sarah Pugliese</i>
Date of Request to Purchase Ad Time: 9/21/22	Date of Station Agreement to Sell Time: <i>9/23/22</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *9/23/22*

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>503091</i>	Station Call Letters: <i>KBAL-am</i>	Date Received/Requested: <i>9/23/22</i>
Est. #: <i>—</i>	Station Location: <i>Durham</i>	Run Start and End Dates: <i>9/27-10/3</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.



CBQ Media LLC
CINDY MURPHY
cindy@cbqmedia.com

ADVERTISER: Wisconsin Alliance for Reform
CAMPAIGN: WI AD73 FALL ISSUE
STATION: KDAL-AM
SCHEDULE DATES: 9/27-10/03/2022

MARKET: NW Wisconsin/Duluth
ORD #: WARA73-927-1003-KDALA
ATT: mike.rasmusson@mwcadvertising.com

Time	Days	Program	DP	Gross Rate	Length	27-Sep	28-Sep	29-Sep	30-Sep	1-Oct	2-Oct	3-Oct	Total Spots	Total Gross Cost
6a-7p	M-F	Daytime Rotator	DAY	\$ 47.00	:60	9	9	9	9	0	0	9	45	\$ 2,115.00
TOTALS						9	9	9	9	0	0	9	45	\$ 2,115.00

PLEASE ROTATE SPOTS EVENLY THROUGHOUT DAYPART

NET \$ DUE: \$1,797.75

ORDER



Orders
Order / Rev: 563691
Alt Order #:
Product Desc: WI AD73 FAIL WARA73-927-1003-Kdala
Estimate:
Flight Dates: 09/27/22 - 10/03/22
Original Date / Rev: 09/23/22 / 09/23/22
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	10/03/22	45	\$2,115.00	\$1,797.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	45	\$2,115.00	\$1,797.75	0.00
Totals	45	\$2,115.00	\$1,797.75	0.00

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	09/27/22	10/03/22	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: 09/26/22	10/02/22	-9999--		36				\$47.00		0.00			
		Week: 10/03/22	10/09/22	9-----		9				\$47.00		0.00			
													Totals	45	\$2,115.00