

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

Station and Location: <u>WOOD and WBCT</u> <u>Grand Rapids, MI</u>	Date: <u>7/24/18</u>
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I, Curt Benson

being/on behalf of: myself

a legally qualified candidate of the (non-partisan)

political party for the office of: 17th circuit court judge

in the primary

election to be held on: August 7, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>See attached</u>					

Attach proposed schedule with charges (if available):

PROPOSAL



Bush, Larry

Prepared for:

Curt Benson for Judge

411 Morris Ave SE
Grand Rapids, Michigan 49503

Date: 07/24/2018 11:33
Advertiser: Curt Benson for Judge
Spots: 88
Total Gross: \$1,798.75
Cost:
Rates guaranteed until 07/31/2018

Summary

Advertiser	Curt Benson for Judge
Customer ID	00066158
Title	Proposal A
Proposal Number	4667950
Billing Options	Broadcast
Market - Survey(s)	Grand Rapids - Sp '18, Wi '18, Fa '17, Su '17
Demographics	Persons 18+
Qualitative	(Counties: KENT,MI)

Spot Schedule

WBCT - B93

2 Weeks: 7/23-7/30

Daypart/Program	Len	Spots	Rate	Gross	Net Reach	Freq
Sat 10am-3pm	30	5	\$12.75	\$127.50	24,600	2.8
Sat 3pm-7pm	30	4	\$12.75	\$102.00	16,600	2.4
Sun 10am-3pm	30	5	\$4.25	\$42.50	16,100	2.5
Weekly Total		14		\$136.00	26,700	2.8
Flight Total		28		\$272.00	40,600	3.6

WOOD 1300/106.9

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	Net Reach	Freq
Wed-Fri 6am-10am	30	3	\$38.25	\$114.75	11,500	1.4
Wed-Fri 10am-3pm	30	6	\$38.25	\$229.50	20,900	2.3
Mon-Fri 6am-10am	30	6	\$38.25	\$229.50	16,600	1.9
Mon-Fri 10am-3pm	30	10	\$38.25	\$382.50	26,700	3.0
Weekly Total		25		\$956.25	37,900	4.6
Flight Total		25		\$956.25	37,900	4.6

2 Weeks: 7/23-7/30

Daypart/Program	Len	Spots	Rate	Gross	Net Reach	Freq
Sat 6am-10am	30	2	\$10.20	\$40.80	7,200	1.7
Sat 10am-3pm	30	2	\$10.20	\$40.80	8,700	1.6
Weekly Total		4		\$40.80	8,300	1.6
Flight Total		8		\$81.60	13,400	1.9

*CPP and CPM values are calculated as gross amounts. The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012

1 Week: 8/6

Daypart/Program	Len	Spots	Rate	Gross	Net Reach	Freq
Mon 6am-10am	30	2	\$38.25	\$76.50	7,300	1.3
Mon 10am-3pm	30	4	\$38.25	\$153.00	14,300	2.2
Mon 3pm-7pm	30	2	\$44.20	\$88.40	6,700	1.3
Weekly Total		8		\$317.90	21,900	2.2
Flight Total		8		\$317.90	21,900	2.2

WOOD Streaming

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	Net Reach	Freq
Wed-Fri 12pm-3pm	30	6	\$9.00	\$54.00	--	--
Mon-Fri 12pm-3pm	30	10	\$9.00	\$90.00	--	--
Weekly Total		16		\$144.00	--	--
Flight Total		16		\$144.00	--	--

1 Week: 8/6

Daypart/Program	Len	Spots	Rate	Gross	Net Reach	Freq
Mon 12pm-3pm	30	3	\$9.00	\$27.00	--	--
Weekly Total		3		\$27.00	--	--
Flight Total		3		\$27.00	--	--

Proposal Totals

	Spots	Gross	Net Reach	Freq
WBCT - B93	28	\$272.00	40,600	3.6
WOOD 1300/106.9	41	\$1,355.75	51,800	4.8
WOOD Streaming	19	\$171.00	--	--
Total	88	\$1,798.75	87,400	4.5

*CPP and CPM values are calculated as gross amounts. The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012