

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: WAP 580 AM, WRVU 97.3 FM, WRBT 94.9 FM	Date: 11/2/18
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I, Eric Epstein,
 being/on behalf of: Eric Epstein, a legally
 qualified candidate of the 105th Democratic political
 party for the office of: State Representative
 in the 105th District
 election to be held on: 11/6/18

do hereby request station time as follows:

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

Total Charges: \$7,714.30

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

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:

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

11/21/18 [Signature]
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected

[Signature] Ron Thomas G.S.M
Signature Printed Name Title

PROPOSAL



Prepared for:

Eric Epstein for State Represe

4100 Hillsdale Rd
Harrisburg, Pennsylvania 17112

Date: 11/02/2018 01:45
Advertiser: Eric Epstein for State Represe
Spots: 132
Total Gross: \$7,714.30
Cost:
Rates guaranteed until 11/09/2018

Summary

Advertiser	Eric Epstein for State Represe
Customer ID	00641455
Title	Final Weekend 2018
Proposal Number	5028255
Billing Options	Broadcast
Market - Survey(s)	Harrisburg-Lebanon-Carlisle - Su '18
Demographics	Persons 18+

Spot Schedule

WHP-AM

1 Week: 10/29

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	CPP	AQH	% Mkt	Net Reach	Freq	GI
Mon 6am-10am	30	4	\$70.55	\$282.20	1.0	\$70.55	5,500	2.1	11,700	1.9	22000
Mon 10am-3pm	30	5	\$79.05	\$395.25	1.6	\$49.41	8,900	2.6	14,600	3.1	44500
Mon 3pm-7pm	30	4	\$68.00	\$272.00	0.9	\$75.56	5,300	1.8	10,300	2.1	21200
Tue 6am-10am	30	4	\$70.55	\$282.20	0.9	\$78.39	4,800	1.8	10,100	1.9	19200
Tue 10am-3pm	30	5	\$79.05	\$395.25	1.3	\$60.81	7,500	2.5	13,900	2.7	37500
Tue 3pm-7pm	30	4	\$68.00	\$272.00	0.8	\$85.00	4,700	1.8	10,000	1.9	18800
Weekly Total		26		\$1,898.90	1.1	\$65.71	6,300	5.6	31,600	5.2	163,200
Flight Total		26		\$1,898.90	1.1	\$65.71	6,300	5.6	31,600	5.2	163,200

WRBT-FM

1 Week: 10/29

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	CPP	AQH	% Mkt	Net Reach	Freq	GI
Sat-Sun 6am-10am	30	8	\$18.70	\$149.60	0.5	\$37.40	2,900	1.9	10,800	2.1	23200
Sat-Sun 10am-3pm	30	10	\$17.85	\$178.50	0.9	\$19.83	5,000	3.1	17,400	2.9	50000
Sat-Sun 3pm-7pm	30	8	\$17.85	\$142.80	0.6	\$29.75	3,400	2.0	11,100	2.4	27200
Mon 6am-10am	30	4	\$83.30	\$333.20	0.9	\$92.56	5,200	2.0	11,300	1.8	20800
Mon 10am-3pm	30	5	\$76.50	\$382.50	0.8	\$95.62	4,500	1.8	9,900	2.3	22500
Mon 3pm-7pm	30	4	\$90.10	\$360.40	0.8	\$112.62	4,300	1.7	9,500	1.8	17200
Tue 6am-10am	30	4	\$83.30	\$333.20	0.8	\$104.12	4,200	1.8	10,100	1.7	16800
Tue 10am-3pm	30	5	\$76.50	\$382.50	0.8	\$95.62	4,400	1.8	10,000	2.2	22000
Tue 3pm-7pm	30	4	\$90.10	\$360.40	0.5	\$180.20	2,900	1.2	6,700	1.7	11600
Weekly Total		52		\$2,623.10	0.7	\$69.39	4,100	8.1	45,400	4.7	211,300
Flight Total		52		\$2,623.10	0.7	\$69.39	4,100	8.1	45,400	4.7	211,300

*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

WRVV-FM

1 Week: 10/29

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	CPP	AQH	% Mkt	Net Reach	Freq	GI
Mon 6am-10am	30	4	\$103.70	\$414.80	1.4	\$74.07	7,700	2.7	15,400	2.0	30800
Mon 10am-3pm	30	5	\$107.95	\$539.75	1.9	\$56.82	10,600	3.2	18,100	2.9	53000
Mon 3pm-7pm	30	4	\$113.90	\$455.60	1.0	\$113.90	5,600	2.3	12,900	1.7	22400
Tue 6am-10am	30	4	\$103.70	\$414.80	1.2	\$86.42	6,800	2.5	14,100	1.9	27200
Tue 10am-3pm	30	5	\$107.95	\$539.75	1.6	\$67.47	9,200	3.0	16,700	2.8	46000
Tue 3pm-7pm	30	4	\$113.90	\$455.60	1.2	\$94.92	6,600	2.6	14,500	1.8	26400
Weekly Total		26		\$2,820.30	1.4	\$76.85	7,900	7.6	42,600	4.8	205,800
Flight Total		26		\$2,820.30	1.4	\$76.85	7,900	7.6	42,600	4.8	205,800

WTKT-AM

1 Week: 10/29

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	CPP	AQH	% Mkt	Net Reach	Freq	GI
Sat-Sun 3pm-7pm	30	8	\$6.00	\$48.00	0.1	\$60.00	400	0.2	1,100	3.0	3200
Mon-Tue 6am-10am	30	8	\$21.00	\$168.00	0.1	\$210.00	500	0.3	1,700	2.4	4000
Mon-Tue 10am-3pm	30	12	\$13.00	\$156.00	0.1	\$130.00	600	0.3	1,500	4.7	7200
Weekly Total		28		\$372.00	0.1	\$132.86	500	0.5	2,900	5.0	14,400
Flight Total		28		\$372.00	0.1	\$132.86	500	0.5	2,900	5.0	14,400

Proposal Totals

	Spots	Gross	AQH Rtg	CPP	AQH	% Mkt	Net Reach	Freq	GI
WHP-AM	26	\$1,898.90	1.1	\$65.71	6,300	5.6	31,600	5.2	163,200
WRBT-FM	52	\$2,623.10	0.7	\$69.39	4,100	8.1	45,400	4.7	211,300
WRVV-FM	26	\$2,820.30	1.4	\$76.85	7,900	7.6	42,600	4.8	205,800
WTKT-AM	28	\$372.00	0.1	\$132.86	500	0.5	2,900	5.0	14,400
Total	132	\$7,714.30	0.8	\$72.64	4,500	20.0	112,100	5.3	594,700

*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