

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Middle Seat Consulting LLC, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE**

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Beto O'Rourke

Authorized committee:

Beto for Texas

Agency requesting time (and contact information):

N/A Middle Seat Consulting LLC (c/o Sage Media Planning & Placement)

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Governor of Texas

Date of election:

November 8th, 2022

General

Primary

Treasurer of candidate's authorized committee:

Gwendolyn Pulido

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

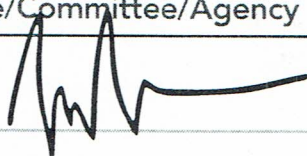
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:



Signature:



Name:

Kenneth Pennington

Name:

Mark Dolabach

Date of Request to Purchase Ad Time: 8/17/2022

Date of Station Agreement to Sell Time: 10/6/22

**STATION:** KSEY FM  
**MARKET:** Wichita Falls, TX  
**REP:** Regional Reps Non-Rep  
**MOD:** Stn Ver: 1 Last:  
**SALES OFFICE:** PHILADELPHIA  
**SALESPERSON:** Roger Rafson  
**SLS EMAIL:** Roger.Rafson@GenMediaPartners.com  
**AGENCY:** MEDIA FINANCIAL SERVICES  
**ADVERTISER:** Beto for Texas  
**PRODUCT:** 10/11-10/17 - Est 11901 - Candidate  
**FLIGHT:** 10-11-2022 TO 10/17/2022  
**TOT # OF WEEKS:** 1  
**PRIM. DEMO:** Adults 35+  
**SEC. DEMO:**

**ORDER#:** 3201909  
**AMOUNT:** \$198.00  
**SPOTS:** 21  
**SLS PH:** 412 421 2600  
**SLS FAX:** 412 421 6001  
**AGY CLI:**  
**AGY PRD:**  
**AGY EST:** 11901  
Unwired Spot Mod  
Cash Trade  
**SPOT TYPE:**

**DATE:** 10/06/2022  
**AGENCY:** MEDIA FINANCIAL SERVICES  
 1655 Palm Beach Lakes Blvd.  
 9th Fl, Suite 903  
 WEST PALM BEACH, FL 33401  
 Invoices@MediaFinancial.com  
**CONTRACT # FOR INVOICING 4433869**  
**INVOICE:** MEDIA FINANCIAL SERVICES  
 1655 Palm Beach Lakes Blvd.  
 9th Fl, Suite 903  
 WEST PALM BEACH, FL 33401  
 Invoices@MediaFinancial.com  
**LAST SENT:** 10/06/2022 17:03

**COMMENTS**

10/06/2022: This is a new order. \*\*Please note traffic/spot and NAB will come from email address GenMediaPartners@TrucastSolutions.com. If you don't see it in your regular email, check your junk/spam folder (make sure and whitelist it for future emails).\*\* Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you.  
**\*\*PLEASE NOTE THAT MFS SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL PRIOR TO START DATE. MFS WILL THEN EMAIL YOU PROOF OF PAYMENT INFORMATION AS SOON AS POSSIBLE. RATES & TOTALS ARE GROSS.\*\***

10/06/2022: PopulationBuyType: CPP.  
 \*\*\*\*\* No Comments for this Advertiser \*\*\*\*\*  
 \*\*\*\*\* No Comments for this Advertiser \*\*\*\*\*

**THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.**

**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

Rates are gross. By accepting and running this order this station agrees to pay Regional Reps 15% commission on the gross amount of this order. Invoices/affidavits of performance are due no later than 7 days after the end of each broadcast month.

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WEEK#1	10/11/2022 To 10/17/2022						WK TOT \$198.00	WK TOTAL SPOTS 21			
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		TuWThF.. /M	6:00AM	7:00PM	60	10/11/2022	10/17/2022	15	\$10	\$150
	2		.....SS	6:00AM	7:00PM	60	10/15/2022	10/16/2022	6	\$8	\$48



STATION:	KSEYAM	ORDER#:	3201909	DATE:	10/06/2022
MARKET:	Wichita Falls, TX	AMOUNT:	\$168.00	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Regional Reps Non-Rep	SPOTS:	21		1655 Palm Beach Lakes Blvd.
					9th Fl, Suite 903
					WEST PALM BEACH, FL 33401
					Invoices@MediaFinancial.com
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	PHILADELPHIA	SLS PH:	412 421 2600		
SALESPERSON:	Roger Rafson	SLS FAX:	412 421 6001		
SLS EMAIL:	Roger.Rafson@GenMediaPartners.com				
AGENCY:	MEDIA FINANCIAL SERVICES	AGY CLI:		CONTRACT #	FOR INVOICING 4433869
ADVERTISER:	Beto for Texas	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	10/11-10/17 - Est 11901 - Candidate	AGY EST:	11901		1655 Palm Beach Lakes Blvd.
					9th Fl, Suite 903
					WEST PALM BEACH, FL 33401
					Invoices@MediaFinancial.com
FLIGHT:	10-11-2022 TO 10/17/2022	[X]Unwired [ ]Spot [ ]Mod			
TOT # OF WEEKS:	1				
PRIM. DEMO:	Adults 35+	[X]Cash [ ]Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:	10/06/2022 17:03

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MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		TuWThF.. /M	6:00AM	7:00PM	60	10/11/2022	10/17/2022	15	\$8	\$120
	2		.....SS	6:00AM	7:00PM	60	10/15/2022	10/16/2022	6	\$8	\$48

