

Federated Media  
 2915 Maples Rd  
 Fort Wayne, Indiana 46816  
 Phone: (260) 447-5511



Pinpoint Media LLC  
 PO Box 16345  
 Alexandria, Virginia 22302

Advertiser: Petland  
 Order #: 3676492023716  
 Contract #: 10633  
 Date Entered: 01/16/2024  
 Last Modified: 01/16/2024  
 Product: issue  
 Salesperson: Lori Carroll  
 Billing Cycle: Broadcast Standard  
 Estimate #: 1742

Order Date Range: 01/17/2024 through 02/10/2024 (4 weeks)  
 Media Outlets: WQHK-FM

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	01/17/24-02/06/24	WQHK-FM	06:00AM-10:00AM	60	1	1	1	1	1	--	--	2	125.00	6	750.00
2	01/17/24-02/06/24	WQHK-FM	10:00AM-03:00PM	60	1	1	1	1	1	--	--	2	125.00	6	750.00
3	01/17/24-02/06/24	WQHK-FM	03:00PM-07:00PM	60	1	1	1	1	1	--	--	2	125.00	6	750.00
4	01/20/24-02/09/24	WQHK-FM	06:00AM-10:00AM	60	--	--	--	--	--	1	--	1	70.00	3	210.00
5	01/20/24-02/09/24	WQHK-FM	10:00AM-03:00PM	60	--	--	--	--	--	1	--	1	70.00	3	210.00
6	01/21/24-02/10/24	WQHK-FM	10:00AM-03:00PM	60	--	--	--	--	--	--	1	1	25.00	3	75.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
WQHK-FM	27	0	0	0	\$2,745.00	\$411.75	\$2,333.25
<b>Totals</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$2,745.00</b>	<b>\$411.75</b>	<b>\$2,333.25</b>

Total Charges: \$2,745.00  
 Agency Commission: \$411.75  
 Total Net: \$2,333.25

**Projected Billing By Broadcast Standard Month**

Month	Year	Gross Billing	Net Billing
January	2024	\$1,080.00	\$918.00
February	2024	\$1,665.00	\$1,415.25
<b>Totals</b>		<b>\$2,745.00</b>	<b>\$2,333.25</b>

Jan 16, 24  
 CONT# 37077444 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO WQHK-FM (Ft. Wayne, IN)  
 FM BRIAN DONLEY  
 OFF PHILADELPHIA  
 AGY PINPOINT MEDIA LLC PH  
 ADDR P.O. BOX 16345 STE 1109  
 ALEXANDRIA, VA 22302

DDS CONT# 0  
 C/P/E: / / 1742

SALESPERSON FAX#

PH #

BYR DANETTE DENNISON  
 ADV PETLAND  
 PDT issue  
 FLT Jan 17, 24 - Feb 07, 24

\* REP ORDER COMMENT \*

\*\* 1/16/2024 11:21:00 AM: POPULATIONBUYTYPE: CPP.

\*\* 1/16/2024 11:21:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

\* STATION ORDER COMMENT \*

\*\* 1/16/2024 12:44:00 PM: THANKS

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	WThF,MTu	6A - 10A	60	1/17/2024 - 2/6/2024	3W	2	\$125.00	6
	1.2	WThF,MTu	10A - 3P	60	1/17/2024 - 2/6/2024	3W	2	\$125.00	6
	1.3	WThF,MTu	3P - 7P	60	1/17/2024 - 2/6/2024	3W	2	\$125.00	6
	1.4	.....S.	6A - 10A	60	1/20/2024 - 2/3/2024	3W	1	\$70.00	3
	1.5	.....S.	10A - 3P	60	1/20/2024 - 2/3/2024	3W	1	\$70.00	3
	1.6	.....S	10A - 3P	60	1/21/2024 - 2/4/2024	3W	1	\$25.00	3
					** WEEKLY FLIGHT TOTALS **		9	\$2,745.00	

	Jan 24	Feb 24				
SPOTS	18	9				
CASH	1830.00	915.00				
TRADE	0.00	0.00				
NSL	0.00	0.00				
TOTAL	1830.00	915.00				

						TOTAL
SPOTS						27
CASH						2,745.00
TRADE						0.00
NSL						0.00
TOTAL						2,745.00

Jan 16, 24

CONT# 37077444 Mod# Ver# 1 (Last = )  
REP CHRISTAL RADIO

DDS CONT# 0  
C/P/E: / / 1742

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**\*\* Competitive Comments \*\***

SVC: FA99 MSA CustRadio  
Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Pinpoint Media, 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: Petland

Agency name: Pinpoint Media

Address: 4501 Ford Avenue #1109 Alexandria, VA 22301

Contact: Meredith Morton

Phone number: 571.970.6621

Email: meredith@pinpoint-media.tv

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: Petland

Address: 250 Riverside Street Chillicothe, OH

Contact: Elizabeth Kunzelman

Phone number: (740)775-2464

Email:

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

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

Officers: Joe Watson, President and CEO, Mike Voinovich, CFO, Elizabeth Kunzelman, Secretary

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:



Signature: Sharon Ummel

Digitally signed by Sharon Ummel  
DN: cn=Sharon Ummel, o=Federated Media, ou=  
email=sharon.ummel@fmeda.com, c=US  
Date: 2024.01.16 11:24:04 -0500

Name: Meredith Morton

Name:

Date of Request to Purchase Ad Time: 1/16/24

Date of Station Agreement to Sell Time: 01-16-24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?

Yes

No

Date ad received: 01-16-24

**Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #:

10633

Station Call Letters:

WQHK-FM

Date Received/Requested:

01-16-2024

Est. #:

1742

Station Location:

Fort Wayne Indiana

Run Start and End Dates:

01/17/24 to 02/10/2024

**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.

1742