

515246

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: VARIOUS <i>WJYD</i>	Date: 10/18/18
---	--------------------------

I, Linda Jefferson, SVP Group Media Services - Burrell Communications
do hereby request station time concerning the following issue:

- Early Voting - Voter Turnout

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

This broadcast time will be used by: NAACP

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
 Yes No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Get out the vote for the mid term Primaries

I represent that the payment for the above described broadcast time has been furnished by (name and address):

NAACP National Headquarters
4805 Mt. Hope Dr
Baltimore, MD 21215

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Chief Executive Officer - Derrick Johnson
Chairman Leon W. Russell
Vice Chair Keren Boykin-Towns
Treasurer Jesse Turner, Jr.
Assistant Treasurer Yvonne White
Assistant Secretary Aubrey C. Hooper

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10.18.18

Date

Linda Jefferson

Signature

Digitally signed by Linda Jefferson
DN: cn=Linda Jefferson, o=Kaiser Entertainment Group,
LLC, c=USA, email=ljefferson@ksg.com, #1.6
Date: 2018.10.18 17:22:20 -0500

312-297-9753

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected


Signature

LAURA CLARK
Printed Name

VP Polite
Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

Issue Advertising Supplement to NAB PB-18

This form is to be completed every time a request is made to purchase broadcast time for any issue advertising that communicates a message relating to any political matter of national or local importance (e.g., ballot or legislative issues of public importance).

This form must be placed in the station's local public inspection file together with the NAB PB-18 Agreement Form for Non-Candidate/Issue Advertisements and retained for two years, except in the case of local issue advertising.

Date of Request: 10/12/18 Time: _____

Issue Referred to: WOTV

Name of Purchasing Organization: NAAACP

Purchaser Address: 4805 Mt Hope Dr Baltimore MD 21215

Purchaser Telephone: _____

Purchaser Representative: Linda Jeffers

Board of Directors/CEO/Officers (List Separately):

CEO - Derrick Johnson

Chairman - Leon W Russell

Treasurer Yvonne White

Name of Agency: Burrell Communications

Agency Representative: Linda Jeffers

Information Requested: Race In B

Received By: L. Clal

Public File Date Prepared By: L. Clal

Rates Charged for Spot: See attached

Class of Time: _____

Schedule Details (attach order and broadcast contract): _____

Radio One, Inc.

No spill-in included.

Station Information shown: Owner, Format and Dial

Stations sorted by Call letters

DMA B.Rk Market/Station	Time	Schedule (flight)			Persons 18+ -- 2 Weeks					
		Total Spots	Spot Cost	Total Cost	Gross Imp.	GRPs	CPM	Net %Mkt Reach^	Rch^ Freq^	Avg
WPZS-FM	MF 6-10a ^	3	140	420	13,300	2.6	31.58	11,900	2.4	1.1
+Radio One	MF 10a-3p ^	2	140	280	9,000	1.8	31.11	8,800	1.7	1.0
Urban Gospel 100.9	MF 3-7p ^	3	140	420	18,800	3.7	22.34	16,400	3.2	1.2
	MF 7p-12m ^	2	40	80	4,100	0.8	19.51	4,300	0.9	1.0
	SS 6a-7p ^	2	60	120	9,200	1.8	13.04	8,300	1.6	1.1
	TOTAL ^	12		1,320	54,400	10.7	24.26	41,000	8.1	1.3
WQNC-FM	MF 6-10a ^	3	80	240	7,100	1.4	33.80	6,700	1.3	1.1
+Radio One	MF 10a-3p ^	2	80	160	5,800	1.1	27.59	5,900	1.2	1.0
Urban Contmp. 92.7	MF 3-7p ^	3	80	240	11,800	2.3	20.34	11,000	2.2	1.1
	MF 7p-12m ^	2	40	80	4,100	0.8	19.51	4,300	0.8	1.0
	SS 6a-7p ^	2	40	80	5,100	1.0	15.69	4,800	0.9	1.1
	TOTAL ^	12		800	33,900	6.7	23.60	28,100	5.5	1.2
Market TOTAL ^		36		3,750	150,800	29.7	24.87	104,100	20.5	1.4

17 Cleveland-Akron (Ca..[PPM+D])

Pop: 428,400

In-Tab: n/a

WENZ-FM	MF 6-10a ^	3	260	780	22,700	5.3	34.36	18,800	4.4	1.2
+Radio One	MF 10a-3p ^	2	260	520	15,700	3.7	33.12	14,600	3.4	1.1
Urban Contmp. 107.9	MF 3-7p ^	3	300	900	33,400	7.8	26.95	27,800	6.5	1.2
	MF 7p-12m ^	2	180	360	9,800	2.3	36.73	9,700	2.3	1.0
	SS 6a-7p ^	2	180	360	13,300	3.1	27.07	11,800	2.8	1.1
	TOTAL ^	12		2,920	94,900	22.2	30.77	69,200	16.1	1.4
WJMO-AM	MF 6-10a ^	3	100	300	2,200	0.5	136.36	1,900	0.4	1.2
+Radio One	MF 10a-3p ^	2	80	160	1,000	0.2	160.00	1,000	0.2	1.0
Urban Gospel 1300	MF 3-7p ^	3	80	240	2,700	0.6	88.89	2,300	0.5	1.2
	MF 7p-12m ^	2	60	120	600	0.1	200.00	700	0.2	1.0
	SS 6a-7p ^	2	72	144	2,000	0.5	72.00	1,800	0.4	1.1
	TOTAL ^	12		964	8,500	2.0	113.41	6,900	1.6	1.2
WZAK-FM	MF 6-10a ^	3	280	840	40,100	9.4	20.95	31,200	7.3	1.3
+Radio One	MF 10a-3p ^	2	280	560	34,300	8.0	16.33	28,700	6.7	1.2
Urban AC 93.1	MF 3-7p ^	3	320	960	50,100	11.7	19.16	39,700	9.3	1.3
	MF 7p-12m ^	2	200	400	17,100	4.0	23.39	15,500	3.6	1.1
	SS 6a-7p ^	2	200	400	24,100	5.6	16.60	20,400	4.8	1.2
	TOTAL ^	12		3,160	165,700	38.7	19.07	106,300	24.8	1.6
Market TOTAL ^		36		7,044	269,100	62.8	26.18	142,600	33.3	1.9

32 Columbus, OH [PPM+D]

Pop: 255,300

In-Tab: n/a

WCKX-FM	MF 6-10a ^	3	112	336	6,600	2.6	50.91	6,200	2.4	1.1
+Radio One	MF 10a-3p ^	2	100	200	5,300	2.1	37.74	5,400	2.1	1.0
Urban Contmp. 107.5	MF 3-7p ^	3	176	528	12,900	5.1	40.93	11,800	4.6	1.1
	MF 7p-12m ^	2	72	144	4,400	1.7	32.73	4,600	1.8	1.0
	SS 6a-7p ^	2	72	144	4,700	1.8	30.64	4,400	1.7	1.1
	TOTAL ^	12		1,352	33,900	13.3	39.88	27,700	10.8	1.2

Audience Data Copyright © 2018 Nielsen Audio; Station Owner and Station Format information Copyright © 2018 MStreet Publications, Inc.

Unreported in market survey

† Station cited for special station activities. ‡ Station listed below line. See Nielsen Audio eBook Special Notices.

ç Nielsen Audio Nationwide data is not MRC Accredited

[PPM+D] Based on areas measured by both PPM and diary methodologies. × May be understated due to non-encoded station (listening in diary-measured areas only).

^ Estimates are derived by ACT 1 based on Nielsen Audio copyrighted and proprietary audience estimates. It is not an estimate produced by Nielsen Audio. All audience for 100% simulcast stations is reported under the call letters of the primary station of the simulcast partnership.

« The methodology for producing estimates for partial Mon-Fri days or partial 1a-5a hours is very limited. These estimates should be used with caution. All populations shown are Black populations.

Ethnic estimates are based on station composition pts for Black P12+/MSu6a-12m if available (not MRC accredited).

~ Ethnic composition unavailable. Estimates for station based on the Black composition of its market.

Cumes for 2 or more weeks have been developed based on 2006 Nielsen Audio multi-week factors.

Total USA populations and DMA market ranks based on 2017-2018 Black population estimates.

Data sources that do not have MRC accreditation: MStreet Publications, Inc. (Station Owner, Station Format)

The service provided by ACT 1 Systems, Inc., with certain exclusions, is Accredited by the Media Rating Council (MRC). To learn which measures are not Accredited, and to understand what Accreditation means, please see the "ACT 1 Accuracy Expectation" document.

Radio One, Inc.

No spill-in included.

Station Information shown: Owner, Format and Dial

Stations sorted by Call letters

DMA	B.Rk	Market/Station	Schedule (flight)			Persons 18+ -- 2 Weeks					
			Time	Total Spots	Spot Cost	Total Cost	Gross Imp.	GRPs	CPM	Net %Mkt Reach^	Rch^
Cincinnati	WJYD-FM +Radio One Urban Gospel 107.1	MF 6-10a ^	3	32	96	1,600	0.6	60.00	1,400	0.6	1.1
		MF 10a-3p ^	2	32	64	1,900	0.7	33.68	1,700	0.7	1.1
		MF 3-7p ^	3	40	120	2,600	1.0	46.15	2,200	0.9	1.2
		MF 7p-12m ^	2	24	48	800	0.3	60.00	800	0.3	1.0
		SS 6a-7p ^	2	40	80	1,300	0.5	61.54	1,200	0.5	1.1
		TOTAL ^	12	408	408	8,100	3.2	50.37	6,500	2.5	1.3
	WXMG-FM +Radio One Urban AC 95.5	MF 6-10a ^	3	80	240	11,200	4.4	21.43	9,400	3.7	1.2
		MF 10a-3p ^	2	80	160	6,300	2.5	25.40	6,100	2.4	1.0
		MF 3-7p ^	3	92	276	12,300	4.8	22.44	10,800	4.2	1.1
		MF 7p-12m ^	2	48	96	2,800	1.1	34.29	2,900	1.1	1.0
		SS 6a-7p ^	2	52	104	4,800	1.9	21.67	4,400	1.7	1.1
		TOTAL ^	12	876	876	37,300	14.6	23.49	29,200	11.4	1.3
Market TOTAL ^			36	2,636	2,636	79,300	31.1	33.24	55,200	21.6	1.4

44t Cincinnati [PPM+D]

DMA	B.Rk	Market/Station	Time	Total Spots	Spot Cost	Total Cost	Pop:		CPM	Net %Mkt Reach^	Rch^	Avg Freq^
							Pop	In-Tab:				
Cincinnati	WJZF-FM +Radio One Urban Contmp. 101.1	MF 6-10a ^	3	100	300	6,100	2.9	49.18	5,100	2.4	1.2	
		MF 10a-3p ^	2	105	210	5,000	2.4	42.00	4,800	2.3	1.0	
		MF 3-7p ^	3	165	495	12,900	6.2	38.37	10,600	5.1	1.2	
		MF 7p-12m ^	2	50	100	5,000	2.4	20.00	4,600	2.2	1.1	
		SS 6a-7p ^	2	105	210	5,100	2.4	41.18	4,500	2.2	1.1	
		TOTAL ^	12	1,315	1,315	34,200	16.3	38.45	25,000	12.0	1.4	
	WOBL-FM +Radio One Urban AC 100.3	MF 6-10a ^	3	75	225	4,500	2.1	50.00	4,200	2.0	1.1	
		MF 10a-3p ^	2	75	150	7,100	3.4	21.13	6,700	3.2	1.1	
		MF 3-7p ^	3	85	255	12,000	5.7	21.25	10,300	4.9	1.2	
		MF 7p-12m ^	2	40	80	3,300	1.6	24.24	3,300	1.6	1.0	
		SS 6a-7p ^	2	60	120	5,500	2.6	21.82	4,900	2.4	1.1	
		TOTAL ^	12	830	830	32,500	15.5	25.54	25,400	12.1	1.3	
Market TOTAL ^			24	2,145	2,145	66,600	31.8	32.21	44,200	21.1	1.5	

Unreported	0	0	25,200	0.00	16,100	0.1	1.6
Total United States	264	37,914	1,914,300	6.0	1,221,900	3.9	1.6
Coverage U.S.	264	37,914	1,914,300	34.3	1,221,900	21.9	1.6
Coverage Pct.				17.6%			

Gross 75,828 / Net 64,454

Audience Data Copyright © 2018 Nielsen Audio; Station Owner and Station Format information Copyright © 2018 MStreet Publications, Inc.

Unreported in market survey

† Station cited for special station activities. ‡ Station listed below line. See Nielsen Audio eBook Special Notices.

⌚ Nielsen Audio Nationwide data is not MRC Accredited

[PPM+D] Based on areas measured by both PPM and diary methodologies. * May be understated due to non-encoded station (listening in diary-measured areas only).

^ Estimates are derived by ACT 1 based on Nielsen Audio copyrighted and proprietary audience estimates. It is not an estimate produced by Nielsen Audio. All audience for 100% simulcast stations is reported under the call letters of the primary station of the simulcast partnership.

« The methodology for producing estimates for partial Mon-Fri days or partial 1a-5a hours is very limited. These estimates should be used with caution. All populations shown are Black populations.

Ethnic estimates are based on station composition pct's for Black P12+MSu6a-12m if available (not MRC accredited).

~ Ethnic composition unavailable. Estimates for station based on the Black composition of its market.

Cumes for 2 or more weeks have been developed based on 2006 Nielsen Audio multi-week factors.

Total USA populations and DMA market ranks based on 2017-2018 Black population estimates.

Data sources that do not have MRC accreditation: MStreet Publications, Inc. (Station Owner, Station Format)

The service provided by ACT 1 Systems, Inc., with certain exclusions, is Accredited by the Media Rating Council (MRC). To learn which measures are not Accredited, and to understand what Accreditation means, please see the "ACT 1 Accuracy Expectation" document.

Radio One, Inc.

No spill-in included.

Station Information shown: Owner, Format and Dial

Stations sorted by Call letters

DMA B.Rk	Market/Station	Schedule		Persons 18+ -- 1 Week							
		Time	Wkly Spots	Spot Cost	Gross Imp.	GRPs	CPM	Net %Mkt Reach [^]	Avg Rch [^] Freq [^]	Total Cost	
	WZAK-FM	MTu 6-10a« [^]	1	280	13,400	3.1	20.90	13,400	3.1	1.0	280
	+Radio One	MTu 10a-3p« [^]	1	280	17,200	4.0	16.28	17,200	4.0	1.0	280
	Urban AC	MTu 3-7p« [^]	1	320	16,700	3.9	19.16	16,700	3.9	1.0	320
	93.1	Mon 7p-12m« [^]	1	200	8,500	2.0	23.53	8,500	2.0	1.0	200
		TOTAL [^]	4		55,800	13.0	19.35	39,000	9.1	1.4	1,080
	Market TOTAL [^]		11		89,200	20.8	26.01	59,900	14.0	1.5	2,320

32 Columbus, OH [PPM+D]

Pop: 255,300
In-Tab: n/a

	WCKX-FM	MTu 6-10a« [^]	1	112	2,200	0.9	50.91	2,200	0.9	1.0	112
	+Radio One	MTu 10a-3p« [^]	1	100	2,600	1.0	38.46	2,600	1.0	1.0	100
	Urban Contmp.	MTu 3-7p« [^]	1	176	4,300	1.7	40.93	4,300	1.7	1.0	176
	107.5	Mon 7p-12m« [^]	1	72	2,200	0.9	32.73	2,200	0.9	1.0	72
		TOTAL [^]	4		11,400	4.5	40.35	9,400	3.7	1.2	460
	WJYD-FM	MTu 6-10a« [^]	1	32	500	0.2	64.00	500	0.2	1.0	32
	+Radio One	MTu 10a-3p« [^]	1	32	900	0.4	35.56	900	0.4	1.0	32
	Urban Gospel	Mon 7p-12m« [^]	1	24	400	0.2	60.00	400	0.2	1.0	24
	107.1	TOTAL [^]	3		1,900	0.7	46.32	1,500	0.6	1.2	88
	WXMG-FM	MTu 6-10a« [^]	1	80	3,700	1.4	21.62	3,700	1.5	1.0	80
	+Radio One	MTu 10a-3p« [^]	1	80	3,100	1.2	25.81	3,100	1.2	1.0	80
	Urban AC	MTu 3-7p« [^]	1	92	4,100	1.6	22.44	4,100	1.6	1.0	92
	95.5	Mon 7p-12m« [^]	1	48	1,400	0.5	34.29	1,400	0.5	1.0	48
		TOTAL [^]	4		12,400	4.9	24.19	9,800	3.8	1.3	300
	Market TOTAL [^]		11		25,600	10.0	33.13	20,000	7.8	1.3	848

44t Cincinnati [PPM+D]

Pop: 209,400
In-Tab: n/a

	WIZF-FM	MTu 6-10a« [^]	1	100	2,000	1.0	50.00	2,000	1.0	1.0	100
	+Radio One	MTu 10a-3p« [^]	1	105	2,500	1.2	42.00	2,500	1.2	1.0	105
	Urban Contmp.	MTu 3-7p« [^]	1	165	4,300	2.1	38.37	4,300	2.1	1.0	165
	101.1	Mon 7p-12m« [^]	1	50	2,500	1.2	20.00	2,500	1.2	1.0	50
		TOTAL [^]	4		11,400	5.4	36.84	8,500	4.1	1.3	420
	WOSL-FM	MTu 6-10a« [^]	1	75	1,500	0.7	50.00	1,500	0.7	1.0	75
	+Radio One	MTu 3-7p« [^]	1	85	4,000	1.9	21.25	4,000	1.9	1.0	85
	Urban AC	Mon 7p-12m« [^]	1	40	1,700	0.8	23.53	1,700	0.8	1.0	40
	100.3	TOTAL [^]	3		7,200	3.4	27.78	5,900	2.8	1.2	200
	Market TOTAL [^]		7		18,500	8.8	33.51	14,000	6.7	1.3	620

Unreported 0 7,200 0.00 5,400 0.0 1.3 0

Total United States 80 Pop: 31,694,300

Coverage U.S. 80 In-Tab: n/a Cov Pop: 5,579,100

Coverage Pct. 80 580,200 10.4 20.67 435,900 7.8 1.3 11,990

Audience Data Copyright © 2018 Nielsen Audio; Station Owner and Station Format information Copyright © 2018 MStreet Publications, Inc.

Unreported in market survey

† Station cited for special station activities. ‡ Station listed below line. See Nielsen Audio eBook Special Notices.

¿ Nielsen Audio Nationwide data is not MRC Accredited

[PPM+D] Based on areas measured by both PPM and diary methodologies. × May be understated due to non-encoded station (listening in diary-measured areas only)

[^] Estimates are derived by ACT 1 based on Nielsen Audio copyrighted and proprietary audience estimates. It is not an estimate produced by Nielsen Audio. All audience for 100% simulcast stations is reported under the call letters of the primary station of the simulcast partnership.

« The methodology for producing estimates for partial Mon-Fri days or partial 1a-5a hours is very limited. These estimates should be used with caution. All populations shown are Black populations.

Ethnic estimates are based on station composition pct's for Black P12+/MSu6a-12m if available (not MRC accredited).

~ Ethnic composition unavailable. Estimates for station based on the Black composition of its market.

Total USA populations and DMA market ranks based on 2017-2018 Black population estimates.

Data sources that do not have MRC accreditation. MStreet Publications, Inc. (Station Owner, Station Format)

The service provided by ACT 1 Systems, Inc., with certain exclusions, is Accredited by the Media Rating Council (MRC). To learn which measures are not Accredited, and to understand what Accreditation means, please see the "ACT 1 Accuracy Expectation" document.

CONTRACT



WJYD-FM
350 E. 1st Ave
Suite 100
Columbus, OH 43201
USA
(614) 487-1444

And:

Burrell Communications
Attention: Taryn Williams-Clark
233 N. Michigan Avenue
Suite 2900
Chicago, IL 60601

Contract / Revision 515246 /		Alt Order #
Advertiser NAACP (A)		Original Date / Revision 10/15/18 / 10/15/18
Contract Dates 10/22/18 - 11/06/18	Estimate #	
Product NAACP - Voter Engagement (Burrell)		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WJYD-FM	Account Executive Laura Clark	Sales Office Corporate Natio
Special Handling		
Demographic Adults 25-54		
Agy Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WJYD	10/22/18	11/04/18	M-F AM Drive	6-10a		:30			NM	6	\$192.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/18	10/28/18	MTWTF--				3	\$32.00			
	Week:	10/29/18	11/04/18	MTWTF--				3	\$32.00			
N 2	WJYD	10/22/18	11/04/18	M-F Midday	10a-3p		:30			NM	4	\$128.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/18	10/28/18	MTWTF--				2	\$32.00			
	Week:	10/29/18	11/04/18	MTWTF--				2	\$32.00			
N 3	WJYD	10/22/18	11/04/18	M-F PM Drive	3p-7p		:30			NM	6	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/18	10/28/18	MTWTF--				3	\$40.00			
	Week:	10/29/18	11/04/18	MTWTF--				3	\$40.00			
N 4	WJYD	10/22/18	11/04/18	M-F Evening	7p-12a		:30			NM	4	\$96.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/18	10/28/18	MTWTF--				2	\$24.00			
	Week:	10/29/18	11/04/18	MTWTF--				2	\$24.00			
N 5	WJYD	10/22/18	11/04/18	Sa-Su Prime Rotator	6:00 AM-7:00 PM		:30			NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/18	10/28/18	-----SS				2	\$40.00			
	Week:	10/29/18	11/04/18	-----SS				2	\$40.00			
N 6	WJYD	11/05/18	11/06/18	M-F AM Drive	6-10a		:30			NM	1	\$32.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	MT-----				1	\$32.00			
N 7	WJYD	11/05/18	11/06/18	M-F Midday	10a-3p		:30			NM	1	\$32.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	MT-----				1	\$32.00			
N 9	WJYD	11/05/18	11/06/18	M-F Evening	7p-12a		:30			NM	1	\$24.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/18	11/11/18	M-----				1	\$24.00			
Totals											27	\$904.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WJYD-FM
350 E. 1st Ave
Suite 100
Columbus, OH 43201
USA
(614) 487-1444

Contract / Revision 515246 /		Alt Order #
Advertiser NAACP (A)		Original Date / Revision 10/15/18 / 10/15/18
Contract Dates 10/22/18 - 11/06/18	Product NAACP - Voter Engager	Estimate #

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	12	\$408.00	(\$61.20)	\$346.80
10/29/18 - 11/06/18	15	\$496.00	(\$74.40)	\$421.60
Totals	27	\$904.00	(\$135.60)	\$768.40

Signature:  _____ **Date:** 10/17/18

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

TERMS AND CONDITIONS-STANDARD SALES AGREEMENT

1. BILLING AND PAYMENT.

a. The station identified on the accompanying document ("Station") will bill the Advertiser or Agency, as applicable, using the standard broadcast month, unless otherwise provided thereupon.

b. Payment is due by Advertiser or Agency within 30 days of the billing date as set forth on the invoice. Station may require payment from any advertiser, including any political or issue advertisers, that (i) is newly established or have been established only for a limited or temporary time or purpose; (ii) does not routinely or regularly advertise with Station; (iii) has an uncertain credit history or (iv) has an unstable financial condition. If credit is extended, accounts that become past due may have credit revoked. In addition, Advertiser or Agency agrees to pay late fees equal to an interest rate equal to the prime rate plus 10% compounded monthly on past due amounts, which shall be paid in addition to amounts paid for advertising. Further Advertiser or Agency agrees to pay collection fees and reasonable attorney fees and such fees shall be payable as liquidated damages in that amount equal to the greater of 30% of the total amount of fees invoiced for advertising services and applicable late fees due or actual collection and attorney's fees due.

c. Invoices shall contain dates, advertiser, time and length of commercial announcement and/or size of website advertisement, cost and, if commercial code identifying each commercial announcement and/or website advertisement is requested in advance and supplied by the Advertiser or Agency, such code for each commercial announcement and/or website advertisement.

d. The Station warrants that all information shown on an invoice was taken from the commercial and/or website advertisement record produced and maintained at the Station, and will be made available, as will other records adequate to verify performance of conditions of sale, upon reasonable request, for inspection by the Advertiser or Agency for a period of 3 months from the month of broadcast or from the impended schedule of website advertising. This invoice shall evidence proof of performance.

e. The Station grants credit based on joint and several liability. Notwithstanding to whom bills are rendered, Advertiser, Agency and any service used by either Advertiser or Agency for the purposes of performing media buying or similar services, and/or paying such invoices ("Service"), jointly and severally shall remain fully obligated to pay to the Station the amount of any bills rendered by the Station within the time specified and until payment in full is received by the Station. **Payment by Advertiser to Agency or to Service or payment by Agency to Service shall not constitute payment to the Station.**

2. TERMINATION.

a. Unless otherwise specified on the accompanying document, either party may terminate this Agreement, without cause, upon giving the other party at least 14 days prior notice (or where this Agreement covers sponsorship or partial sponsorship of program(s), upon at least 28 days prior notice). Notwithstanding the foregoing, Advertiser or Agency may not terminate any contracts of two consecutive weeks or less. If Advertiser or Agency so terminates this Agreement, all unpaid accrued charges hereunder shall immediately become due and payable.

b. The Station may, effective upon notice to Advertiser or Agency, terminate this Agreement at any time (i) upon material breach by Advertiser or Agency, or (ii) if Advertiser's or Agency's, credit, in the sole discretion of the Station, is impaired. For the avoidance of doubt, any violation of applicable law by Advertiser or Agency automatically constitutes a material breach by Advertiser or Agency subject to immediate termination hereunder. If the Station terminates this Agreement pursuant to this Section 2(b), all unpaid accrued charges hereunder shall immediately become due and payable and Advertiser or Agency shall also pay, as liquidated damages, a sum equal to that which Advertiser or Agency would have been obligated to pay hereunder.

c. Advertiser or Agency may, effective upon notice to the Station, terminate this Agreement at any time upon material breach by the Station. Upon termination pursuant to this Section 2(b), the Station shall pay as liquidated damages, a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Advertiser or Agency through the date of such termination; or (ii) One Hundred Dollars (\$100.00).

3. OMISSION OF BROADCAST AND WEBSITE ADVERTISEMENT.

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or government order, mechanical or computer breakdown or any other cause beyond the Station's reasonable control, the Station fails to broadcast any or all of the announcement(s) to be broadcast hereunder, or the Station fails to impend any or all of the advertising scheduled on the Station website advertisements to be impended hereunder, the Station shall not be in breach hereof, but Advertiser or Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast and/or impended website advertising schedule is made, a later broadcast and/or website advertisement shall be made at a reasonably satisfactory substitute date and time, and if no such time is available the time charges allocable to the omitted broadcast and/or website advertisement shall be waived; or (ii) if a material part, but not all, of a scheduled broadcast and/or website advertising schedule is omitted, the time charges relating hereto shall be appropriately reduced. The foregoing shall not deprive Advertiser or Agency of benefit of discounts which it would have earned hereunder if the broadcast and/or website advertising schedule had been made in its entirety.

4. PREEMPTIONS.

The Station shall have the right to cancel any broadcast and/or website advertising schedule or portion thereof covered by this Agreement in order to broadcast any announcements, and/or in order to promote on the Station website advertisements, announcements, programs or events which, in its sole discretion, the Station deems to be of public interest or significance or for any other reason the Station deems necessary, and Station shall not be in breach hereof. The Station will notify Advertiser or Agency of such cancellation as promptly as reasonably possible. The Station will determine in its sole discretion whether to provide Advertiser or Agency with another broadcast announcement and/or website advertisement at a reasonably satisfactory substitute date and time ("Makegood"). In the event that Station does not provide such Makegood, Advertiser or Agency shall not be invoiced for charges allocable to missed broadcast announcement and/or website advertisement and any such preempted broadcast announcements and/or website advertisements shall not affect the rates, discounts or rights provided under this Agreement.

5. RATE PROTECTION.

The Station reserves the right at any time(s) to change the rates, discounts, or charges hereunder.

6. AGENCY MATERIAL.

All commercial materials and/or website advertising materials (and when so specified on the accompanying document, all program materials including talent) shall be furnished by Advertiser or Agency and delivered to the Station at Advertiser's or Agency's sole cost and expense. Advertiser or Agency shall deliver all materials no later than 24 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast, except in the case of website advertisements or announcements requiring Station-produced elements, which shall be delivered at least 48 hours in advance of such start date. Except with respect to qualified political advertisements, all materials furnished by Advertiser or Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to the Station's prior approval and continuing right to reject or to cause Advertiser or Agency to edit such materials. The Station will not be liable for loss or damage to Advertiser or Agency's material. If Advertiser or Agency requests within 30 days of last broadcast and/or website advertising schedule hereunder, the Station will at Advertiser or Agency expense, return Advertiser or Agency material to Advertiser or Agency. If Advertiser or Agency does not so request, the Station has the right to dispose of Advertiser or Agency material at any time after 30 days following the last broadcast and/or website advertising schedule hereunder.

7. POLITICAL AND ISSUE ADVERTISING.

All political and issue advertisement must comply with the sponsorship identification requirements of §317 of the Communications Act and §73.1212 of the FEC's rules. The station reserves the right to insert such sponsorship identification into any advertisement that fails to include the requisite identification even if the insertion of the identification causes a portion of the advertisement to be deleted. For a federal candidate to receive the lowest unit charge for the class of time purchased, all ads that refer to opposing candidates must contain a statement that is read by the candidate who identifies the candidate and the office the candidate is seeking, and states that the candidate approved the broadcast. A digital political or issue advertisement must clearly state (i) that it is a "paid political advertisement," (ii) the political affiliation of a candidate for partisan office: (iii) by whom the advertisement was paid: and (iv) by whom the advertisement was authorized. In the event that the advertisement is not authorized by the candidate, his or her authorized political committee, or its agents, the advertisement must clearly state that it is not authorized by any candidate or candidate's committee and must include the name and residence address of the individual responsible for the advertise. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent. Payment for all issue advertising must be paid cash in advance.

8. INDEMNIFICATION.

Advertiser is solely responsible for the content of its advertisements, including all political or issue advertisements. Advertiser represents and warrants that it has all necessary rights to or included in the advertising including but not limited to all broadcast, analog, digital, performance or syndication rights and in no way of any nature whatsoever is Advertiser relying on any rights of station or its affiliates to any intellectual property or use rights. Advertiser and/or Agency will indemnify and hold harmless the Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from (i) the broadcast, simulcast, internet streaming and/or running of any website advertising schedule, preparation for broadcast and/or website advertisement. (ii) the contemplated broadcast, simulcast, internet streaming and/or impended website advertisement of materials furnished by or on behalf of Advertiser or Agency or furnished by the Station at Advertiser's or Agency's request for use in connection with Advertiser's or Agency's commercial material or (iii) any failure of Advertiser or Agency to comply with its obligations under these terms and conditions. Such indemnification obligation of Advertiser and or Agency shall include, but not limited to, claims for shall defamation or infringement of any intellectual property rights of any third party. The Station shall properly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this Agreement.

9. GENERAL.

a. The Station will broadcast the announcements, and impend the website advertisements, and programs covered by this Agreement on the dates at the approximate hourly times provided on the accompanying document. Station may also, at its sole discretion, broadcast the announcements and/or impend the website advertisements hereunder on its associate FM and AM transmitter and the Internet.

b. If this Agreement is with a recognized advertising agency, a commission not to exceed 15% will be allowed on all time charges unless otherwise provided on the accompanying document and provided that the Station's bills are paid when due. Nothing herein contained relating to the payment of billings by Advertiser or Agency shall be construed as to relieve Advertiser or Agency of or diminish Advertiser or Agency's liability for breach of its obligations hereunder. If this Agreement is with a Service, all references herein to Agency shall apply to the media buying service.

c. Neither the Advertiser nor Agency shall assign this Agreement except Agency may assign to another agency which succeeds its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may upon notice to the Station change its agency and only the successor agency shall be entitled to commissions if any, on billings for broadcasts and/or website advertisements thereafter. The Station is not required to broadcast or impend website advertising hereunder for the benefit of any person other than Advertiser, or for a product or service other than named on the accompanying document.

d. Neither party will disclose to any person or entity, directly or indirectly, without the prior approval of the other party (i) the terms of this Agreement, or (ii) any other non-public information relating to the other party obtained by virtue of this Agreement or the transactions contemplated by this Agreement, except on a confidential basis to its business, legal and financial advisors or as is required to be disclosed under applicable law or by legal process.

e. The Station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

f. This Agreement may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

g. THE STATION AND ITS PARENT AND/OR SUBSIDIARIES MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, NATURE OR DESCRIPTION, EXPRESS OR IMPLIED. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY THE STATION OR ITS REPRESENTATIVE SHALL CREATE A WARRANTY OR IN ANY WAY INCREASE THE SCOPE OF THIS WARRANTY.

h. This Agreement contains the entire understanding between the parties, cannot be modified or terminated orally, and shall be construed in accordance with the laws of the jurisdiction in which the Station is located. When there is any inconsistency between these standard conditions and a provision on the accompanying document, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Par. 4) shall be in writing given only by prepaid overnight delivery or mail, addressed to the other party at the address on the accompanying document, and shall be deemed given on the date of dispatch.