

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Universal Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Cris Dush

Authorized committee:

Friends of Cris Dush

Agency requesting time (and contact information):

☐

N/A Universal Media 717-795-7790

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

State Senate

Date of election:

June 2, 2020

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Pamela Ames

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;

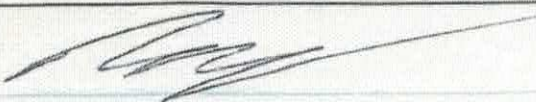
(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

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

Candidate/Committee/Agency

Signature:

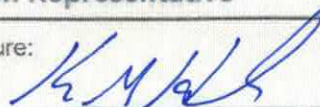


Name: Ryan Shafik

Date of Request to Purchase Ad Time: 5/5/2020

Station Representative

Signature:




Name: KEVIN M. HEINRICH

Date of Station Agreement to Sell Time: 05/21/2020

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/AgencySignature: 

Name: Ryan Shafik

Date: 5/5/2020

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No

Date ad received: 5/22/2020

Federal candidate certification signed (above): ☒ Yes ☐ No ☐ N/A

Disposition:

- ☒ Accepted
☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
☐ Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 1621-00007	Station Call Letters: WMLX-FM / WJW6-FM	Date Received/Requested: 05/21/2020
Est. #: 10141	Station Location: BROOKVILLE / JOHNSONBURG	Run Start and End Dates: 05/26/2020 - 06/02/2020

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.



Buy Detail Report

Revision #:

Date: 5/21/2020

Client: Rockwood Strategies c/o UMI

Estimate: 10141

Vendor:

WMKX-FM

Send Billing To: Universal Media, Inc.

Media: Radio

Description: Rockwood - Pa Primary SD25 (5/26-6/2) Radio

4999 Louise Drive

Product: Friends of Cris Dush

Flight Start Date: 5/26/2020 05:00 AM

Suite 303

Market: Dubois, PA

Flight End Date: 6/2/2020 04:59 AM

Mechanicsburg, PA 17055

Primary Demo: Adults 35+

Survey: SP10 TSA CustRadio

Contact: Cindy Pierucci

Phone: 717.795.7990

Separation between spots: 30

Buyer: Cristl Casey

E-Mail: megarockcindy@windstream.net

Fax: 717.795.7998

Phone: 814-849-8100

Fax: 814-849-4585

Format:

Classic Hits

Estimate Comments: Flight: 5/26-6/2

:60

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days C/T Dur	Tue 5/26	Wed 5/27	Thu 5/28	Fri 5/29	Sat 5/30	Sun 5/31	Mon 6/1	Tue 6/2	Total Spots	Adults 35+ Rtg/CPP
WMKX-FM															
6	MTuWThF 6:00a-10:00a	AM	\$14.12	\$12.00	C 60	1	1	1	1	0	0	1	1	6	0.8 \$17.65 \$15.00
7	Rock - EK MTuWThF 10:00a-3:00p	MD	\$14.12	\$12.00	C 60	1	1	1	1	0	0	1	1	6	1.2 \$11.77 \$10.00
8	MTuWThF 3:00p-7:00p	PM	\$14.12	\$12.00	C 60	1	1	1	1	0	0	1	1	6	0.8 \$17.65 \$15.00
9	Sa 10:00a-3:00p	WK	\$14.12	\$12.00	C 60	0	0	0	0	2	0	0	0	2	0.6 \$23.53 \$20.00
10	Su 10:00a-3:00p	WK	\$14.12	\$12.00	C 60	0	0	0	0	0	2	0	0	2	0.6 \$23.53 \$20.00
														Total Spots: 3 3 3 3 2 2 3 3	
														Total GRP/GMP(000): 2.8 2.8 2.8 2.8 1.2 1.2 2.8 2.8	
														Total CPP/CPM: 22	
														Total Cost: \$310.64	
														\$264.04	

Signature:



Buy Detail Report

Revision #:

Date: 5/21/2020

Client: Rockwood Strategies c/o UMI
Media: Radio
Product: Friends of Cris Dush
Market: DuBois, PA
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 10141
Description: Rockwood - Pa Primary SD25 (5/26-6/2) Radio
Flight Start Date: 5/26/2020 05:00 AM
Flight End Date: 6/2/2020 04:59 AM
Survey: SP10 TSA CustRadio
Buyer: Cristl Casey

Vendor: WMXX-FM
Send Billing To: Universal Media, Inc.
 4999 Louise Drive
 Suite 303
 Mechanicsburg, PA 17055
Contact: Cindy Pierucci
E-Mail: megarockcindy@windstream.net
Phone: 814-849-8100
Fax: 814-849-4585
Format: Classic Hits

Estimate Comments: Flight: 5/26-6/2
 :60

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days C/T	Dur	Tue 5/26	Wed 5/27	Thu 5/28	Fri 5/29	Sat 5/30	Sun 5/31	Mon 6/1	Tue 6/2	Total Spots	Adults 35+	Rtg/CPP
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Disclaimer:
 Universal Media, Inc. requires a minimum 20 minute separation between spots. Any exceptions to this must be established with your buyer. Discrepancy reports will be issues on all invoices that do not follow this guide-line. UMI must receive confirmation of receipt and implementation of this schedule within 48 hrs. Any departure from this timeline may result in credits. By accepting this media insertion order, station agrees to offer fair and equal horizontal and vertical rotation to all commercial announcements.

WMKX-FM/WJNG-FM
51 Pickering Street
Brookville, PA 15825 USA

Client: **Cris Dush**
Order #: **1621-00007**
Description: **Friends of Cris Dush**
Date Entered: **5/22/2020**
P.O.#: **575519**
Salesperson: **Heinrich, Kevin**
Invoice Frequency: **Billed at end of Cal/EOS, Sorted by Date Notary Req'd**

Universal Media
4999 Louise Drive Suite 3
Mechanicsburg, PA 17055

On-Air Schedule

<u>Start Date</u>	<u>End Date</u>	<u>Station</u>	<u>Scheduled Time/Event</u>	<u>Repeated</u>	<u>Length</u>	<u>Qty</u>	<u>Rate</u>	<u>Total</u>	<u>M</u>	<u>Tu</u>	<u>W</u>	<u>Th</u>	<u>F</u>	<u>Sa</u>	<u>Su</u>
1 5/26/2020	6/2/2020	WMKX-FM	06:00:00a to 10:00:00a	Weekly	1:00	6	14.12	84.72	1	1	1	1	1	0	0
2 5/26/2020	6/2/2020	WMKX-FM	10:00:00a to 03:00:00p	Weekly	1:00	6	14.12	84.72	1	1	1	1	1	0	0
3 5/26/2020	6/2/2020	WMKX-FM	03:00:00p to 07:00:00p	Weekly	1:00	6	14.12	84.72	1	1	1	1	1	0	0
4 5/30/2020	5/30/2020	WMKX-FM	10:00:00a to 03:00:00p	Weekly	1:00	2	14.12	28.24	0	0	0	0	0	2	0
5 5/31/2020	5/31/2020	WMKX-FM	10:00:00a to 03:00:00p	Weekly	1:00	2	14.12	28.24	0	0	0	0	0	0	2

Order Start Date: 5/26/2020

Order End Date: 6/2/2020

Spots: 22

Total Charges:

\$310.64

Combined Discounts:

\$46.60

Total Net:

\$264.04

Projected Calendar Month/End-Of-Schedule Billing Totals for Cris Dush / 1621-00007 :

		<u>Spot Count</u>	<u>Gross Billing</u>	<u>Combined Disc.</u>	<u>Net Billing</u>
May	2020	16	\$225.92	\$33.89	\$192.03
June	2020	6	\$84.72	\$12.71	\$72.01
Total:		22	\$310.64	\$46.60	\$264.04

Confirmed & Accepted for WMKX-FM/WJNG-FM By:

Accepted for Universal Media By:

Please Sign and Return One Copy