

# ORDER



**Orders**  
**Order / Rev:** 2161107  
**Alt Order #:** 28360606  
**Product Desc:** 884/1065/12097  
**Estimate:** 12097  
**Flight Dates:** 02/29/24 - 03/08/24  
**Original Date / Rev:** 02/28/24 / 02/28/24  
**Order Type:** GENERAL

**WTWC**  
**Primary AE:** Washington DC Katz/DC  
**Sales Office:** K-WSH  
**Sales Region:** NAT

**Agency Name:** Optima Media  
**Buying Contact:**  
**Billing Contact:**  
 2210 Grey Fox Court  
 Bel Air, MD 21015

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Vapor Technology Association  
**Demographic:** A35+  
**Product Codes:** PL Advocacy  
**Revenue Code 1:** AGY  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political Issue  
**Priority:** Pol1

**New Business End:**  
**Advertiser External ID:** 7775000  
**Agency External ID:** 8597  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/01/24	03/03/24	1	\$60.00	\$51.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	1	\$60.00	\$51.00	4.60
<b>Totals</b>	<b>1</b>	<b>\$60.00</b>	<b>\$51.00</b>	<b>4.60</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Katz/DC	K-WSH	NAT	Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WTWC	1%	\$60.00
Market	100%	\$6,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
ETWC	0%	\$0.00
UNKWN	99%	\$5,940.00
WCTV	0%	\$0.00
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTLH	0%	\$0.00
WTXL	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTWC	02/29/24	03/06/24	Full Measure w/S.Attkissn	GM	11:00 PM-11:30 PM	-----1	:30	1	\$60.00	Pol1	4.60	NM	1	\$60.00
				Full Measure w/S.Attkissn		(11:00 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 02/29/24	03/06/24	-----1	1	\$60.00	4.60								
<b>Totals</b>														<b>1</b>	<b>\$60.00</b>



125 West 55th St  
New York, NY 10019

<b>Contract #</b>	<b>Changes as of:</b> 2/27/2024 at 5:07 PM	<b>Version:</b> Agency Original
<b>CPE:</b> 884/1065/12097	<b>Flight:</b> 2/29/24 - 3/8/24	<b>Station:</b> WTWC
<b>Agency:</b> Optima Media	<b>Advertiser:</b> Vapor Technology Association	<b>Market:</b> Tallahassee
14006 Foxland Drive	<b>Product:</b> SPM-VAPTA-US	<b>Office:</b> WASHINGTON
Phoenix, MD 21131	<b>Agency Order #:</b> 13251177	<b>Service:</b> Nielsen
	<b>Buyer:</b> Braunscheidel, Anne	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> KENIA OLIVERA 323-966-5000	<b>Assistant:</b> KENIA OLIVERA 323-966-5000
	<b>Separation:</b>	
<b>Comments:</b> Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/29 - 3/8								Total Spots	Total \$	CPP*	GRP*	
							2/29	3/1	3/2	3/3	3/4	3/5	3/6	3/7					3/8
1	Su 11p-11:30p		Full Measure	\$60.00	4.6	30	0	0	0	1	0	0	0	0	0	1	\$60.00	\$13.04	4.6
<b>TOTALS:</b>							<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>\$60.00</b>	<b>\$13.04</b>	<b>4.6</b>



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	<b>Separation:</b>	

**Con Type:**  
**Total \$:** \$60.00  
**Total Spots:** 1  
**Total CPP:** \$0.00  
**Total GRP:**

<b>Special Instructions</b>	
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Competitive Information	
<b>Market Budget:</b>	
<b>WTWC Share:</b>	0%
<b>Comment:</b>	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	1	\$60.00	\$13.04	4.6
<b>Total</b>	<b>100%</b>	<b>1</b>	<b>\$60.00</b>	<b>\$13.04</b>	<b>4.6</b>

Monthly Summary		
Month	Spots	Dollars
2024-Mar	1	\$60.00
<b>Total</b>	<b>1</b>	<b>\$60.00</b>

<b>Non-Discrimination Policy</b>	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 MEDIA GROUP (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.
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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, 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:**

Agency name:

Address:

Contact:

Phone number:

Email:

**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:

Address:

Contact:

Phone number:

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):**

Executive Director/President: Tony Abboud

Board of Directors & Members: Dr. David Johnson, Ph.D, Charles "Chuck" Melander, Jon Glauser

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: <i>Tammie Wingrove</i>	Signature: <i>Kandra Bryant</i>
Name:	Name: Kandra Bryant
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 2/28/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 2/28/24

**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 #: 2161107	Station Call Letters: WTWC	Date Received/Requested: 2/28/24
Est. #: 12097	Station Location: Tallahassee, FL	Run Start and End Dates: 2/29/24-3/8/24

**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.